TECHNOLOGY

JULY 10, 1950

BROADCASTING
TELECASTING

TECHNOLOGY DEPT
DETROIT PUBLIC LIBRY
96 PUTNAM DRIVE
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PUBLIC LIBRARY
JUL 10 1950
DETROIT

N THIS ISSUE:

0 Million World
work for Defense
rged By Sarnoff
Page 15

works' Summer
Sales Steady
Page 15

Blueprints Radio's
paredness Role
Page 17

Walton Motors'
Years in Radio
Page 18

ELECASTING
ins on *Page 51*

he Newsweekly
f Radio and
elevision.

00 Annually
nts weekly

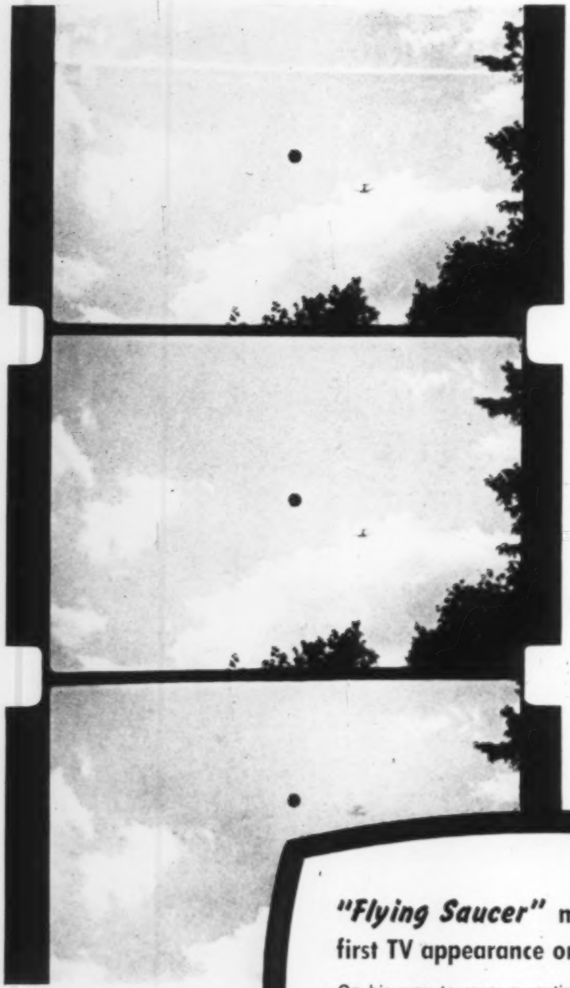
Buy WLEE now! Protect your rate!

SOON **WLEE** IN RICHMOND GOES TO **5000** WATTS

Before this month is out, WLEE will be broadcasting at 5000 watts. That means thousands and thousands more listeners for our advertisers. That means *more* value for every advertising dollar you spend on WLEE. Rates will soon go up. Buy WLEE *now*, at our present rates—now a bigger bargain than ever. Get the whole story from your Forjoe man.

TOM TINSLEY, *President* ■ **IRVIN G. ABELOFF,** *General Manager* ■ **FORJOE & CO.,** *Representatives*

Look at TELEVISION IN THE WHAS TRADITION



"WHAS-TV News"

WHAS-TV offers the top news show in Louisville, featuring the city's first and only TV newsreel. Each day WHAS-TV cameramen cover the top news stories in the Louisville area, and the films they take are processed for showing the same night. The result is lively and timely local coverage . . . "Today's News Today".

In addition to local film highlights and guest appearances, a complete local, national and international round-up is presented by WHAS News Director Dick Oberlin and Pete French, Kentuckiana's two best known newscasters.

The show is the work of the same outstanding news staff (now expanded) that in 1949 was voted the best newsroom in broadcasting by the National Association of Radio News Directors.

"Flying Saucer" makes its first TV appearance on WHAS-TV News

On his way to cover a routine assignment, an alert WHAS-TV cameraman saw—and captured on film—this unique movie shot of the so-called "flying saucer". WHAS-TV viewers saw the movie as part of their WHAS-TV NEWS, "Today's News Today".

News Director
DICK OBERLIN

Newscaster
PETE FRENCH

A Basic CBS Affiliate . . .
and the Cable is coming in October

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

WPTR

ALBANY-SCHENECTADY-TROY

50,000 WATTS

takes pleasure in announcing the appointment of

WEED *and company*

NEW YORK ● BOSTON ● CHICAGO ● ATLANTA
DETROIT ● HOLLYWOOD ● SAN FRANCISCO

as NATIONAL ADVERTISING REPRESENTATIVES

effective

JULY 1, 1950

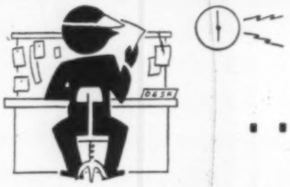
PATRON BROADCASTING COMPANY, INC.

Hotel Ten Eyck
Albany, N. Y.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING TELECASTING



. . . at deadline

Closed Circuit

REPORTS, still unverified, are that RCA will shortly uncork new simplex adapter to convert black-and-white sets for color reception in addition to doubling number of dots in dot-sequential tube with quadrupling of brilliance and improved fidelity.

APPLICATION will be filed this week with FCC for transfer of KFWB Hollywood from Warner Bros. to new company controlled by Harry Maizlish, for past 14 years station's general manager. Price is $350,000. Minority stockholder will be Schine motion picture and hotel interests which now own WPTR Albany, N. Y.

FUNCTIONAL realignment of FCC, which passed through second of four phases within past 10 days, now approaches its most significant and controversial aspect—creation of Broadcast Bureau. Sentiment appears divided and it may be months before that job is completed. Decision may be to leave that unit as is. Fourth phase—field engineering-monitoring—regarded as practically automatic.

NEATEST JOB of table-turning to hit Washington officialdom in many-a-year is epitomized by Senator William H. Benton (D-Conn.), author of resolution to give Voice of America international right-of-way. Five years ago, when he was Assistant Secretary of State for public affairs, he collided with Senatorial stonewall in effort to put over his counter-propaganda program and was perhaps most harassed official in Washington. Today, sitting on other side of table, he's darling of all, and on threshold of achieving erstwhile impossible, with White House, Senate and industry blessing.

FROM usually authoritative official sources comes this appraisal of TV's profit and loss outlook: In 1949 eight stations were in black ink, using recognized bookkeeping methods. Currently, roughly two dozen are earning returns. By end of year, substantially half of 106 stations now in operation should be showing profits.

STREET & SMITH to use 10-day test spot campaign on three stations in each of eight markets starting July 21. Spots in behalf of magazines *Charm*, *Mademoiselle* and *Living*. Peck Adv., New York, is agency.

PRACTICING his chosen role of super-salesman, Chairman Niles Trammell of NBC in Detroit last Thursday sold Chrysler DeSoto Division TV version of Groucho Marx program 8 to 8:30 p.m. Thursday to begin Oct. 5. DeSoto already sponsors AM show. Program will be filmed (not kinescoped) in Hollywood and edited to half-hour program. Agency, which got pitch along with client at special luncheon, is BBDO.

LETTING down of hair in re baseball telecasts slated Tuesday when National and American

(Continued on page 78)

Upcoming

July 11-14: First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif.

July 27-28: NAB Board BAB Advisory Committee, NAB Hdqrs., Washington.

Aug. 10-13: AFRA Convention, Sheraton Hotel, Chicago.

(Other Upcomings on page 20)

Bulletins

WGIG Brunswick, Ga., will become an ABC affiliate, effective Aug. 1. Robert C. Moran is general manager of 1 kw station on 1440 kc.

TRUMAN TO SUBMIT PLAN FOR EXPANDED 'VOICE'

PRESIDENT TRUMAN will submit plan for expanded Voice of America and request for $100 million supplemental funds to Congress this week, Edward Barrett, Assistant Secretary for public affiairs, revealed Friday to Senate Foreign Relations subcommittee during hearings on Benton proposal (see story page 15).

Plan, now before Budget Bureau, would triple current allotment for international information program. Also appearing in support of Benton resolution (S Res. 243) were Lt. Gen. Walter Bedell Smith, former Ambassador to Russia; Bernard Baruch; George Stoddard, U. of Illinois. Worldwide radio network, Mr. Baruch testified, would convince Russian satellite countries their fate is "either death or liberation."

POPP TO U.S. TOBACCO

PETER E. POPP, former assistant account executive at Compton Adv., New York, has joined United States Tobacco Co., New York, as assistant to advertising director.

IMMEDIATE DRAFT EFFECT NOT BELIEVED SERIOUS

POSSIBILITY of manpower shortages arose immediately after President Truman's order last Friday to invoke draft law to expand armed services because of threat precipitated by Korean conflict.

It was doubted at first whether radio personnel would be affected at this early stage. If an all-out war develops (see editorial, page 34), freezes, manpower and equipment shortages are foreseen.

It was recalled that during World War II radio broadcasting was declared essential service along with newspapers and other spot communications, and that personnel in these fields were given preferential deferments in specified pursuits.

No general mobilization is involved, it was pointed out, with only added strength of 300,000 men specified. Peak strength of forces during last war was 12,000,000. Present law covers registration of all men between 19 and 26.

Business Briefly

CIGARETTE SPOTS ● Philip Morris & Co. has placed campaign of 155 weekly spot announcements over ABC O&O stations WJZ New York, WXYZ Detroit, WENR Chicago, KECA Los Angeles and KGO San Francisco. Agency, Biow Co., New York.

KEN-L-RATION SPOTS ● Ken-L-Ration Div. of Quaker Oats Co., Chicago, starts one-minute spots on four Washington, D. C., TV stations and will expand in August to five more markets. Agency, Ruthrauff & Ryan, Chicago.

ADM. BUCK ELECTED RCA VICTOR VICE PRESIDENT

REAR ADM. WALTER A. BUCK elected vice president and general manager of RCA Victor Division by RCA board Friday. Adm. Buck moves up to chief executive post after service as operating vice president [CLOSED CIRCUIT, June 12]. Top job in RCA Victor has been open since death of John G. Wilson, executive vice president in charge of division, two months ago.

Admiral Buck became operating vice president of RCA Victor Jan. 7, 1949, after serving as president of Radiomarine Corp. following retirement from U. S. Navy March 15, 1948. His 30 years of Navy service included duty as Paymaster General and Chief of Bureau of Supplies & Accounts.

Adm. Buck is native of Oskaloosa, Kan. He was graduated in 1913 from Kansas State College of Agriculture & Applied Science with B. S. degree in electrical engineering and received M. S. degree from same college in 1916.

BALTIMORE RANKS SIXTH AMONG U. S. CITIES

BALTIMORE rose from seventh to sixth place in population of U. S. cities (incorporated limits only), according to Census Bureau data made available Friday. Figures disclosed for 15 cities over 100,000, supplementing data in July 3 BROADCASTING.

Total city-limit population of Baltimore jumped from 859,100 in 1940 to 939,865 in 1950. City-limit population of other large cities (several still to come) follow for 1940 and 1950 respectively: Washington, 663,091 to 792,234; Buffalo, 575,901 to 576,506; Newark, 429,760 to 437,833; Denver, 322,412 to 412,823; Atlanta, 302,288 to 326,962; Jersey City, 301,173 to 300,447; Omaha, 223,844 to 247,970; Jacksonville, 173,065 to 198,880; Yonkers, 142,598 to 152,533; Fall River, 115,428 to 112,091; Gary, 111,719 to 132,461; Knoxville, 111,580 to 124,117; Sacramento, 105,958 to 134,313; Peoria, 105,087 to 111,475.

GRAY AT CABINET MEETING

CABINET officials Friday held closed meeting with National Security Resources Board and Chairman W. Stuart Symington. Those reportedly attending were Gordon Gray, WSJS Winston-Salem, N. C., Presidential consultant; State Secretary Dean Acheson, and W. Averell Harriman, assistant to President.

XUM

PLAY BALL!

PHILLIES
and
ATHLETICS
Games on

WDEL-TV
Wilmington, Del.

WGAL-TV
Lancaster, Penna.

Play Ball means that all Saturday home games of both Phillies and Athletics are telecast over WGAL-TV and WDEL-TV. This splendid baseball feature is important on two counts. First, because it has definite appeal in these two markets. Second, because it is only one of a great many special features which are the result of effective, long-range programming. These two stations are increasing their number of viewers constantly. They're keeping these growing audiences loyal and responsive through programs which are worthwhile and *diversified*. They offer TV advertisers an unusually fine opportunity for profitable business. Investigate.

WDEL-TV—Wilmington, Delaware

Only television station in Delaware—fifth market in per capita income in the nation. Brings viewers a clear picture, all NBC network shows. Excellent TV Test Market.

WGAL-TV—Lancaster, Pennsylvania

Only TV station in this large, prosperous area of Pennsylvania. Presents the top shows of four networks: NBC, CBS, ABC and DuMont. Excellent TV Test Market.

Steinman Stations—Clair R. McCollough, General Manager

NBC
TV • Affiliates

Represented by
***ROBERT MEEKER Associates* · CHICAGO · SAN FRANCISCO · NEW YORK · LOS ANGELES**

To a radio advertiser
who can't afford Godfrey

In case you're beginning to believe that Arthur has all the CBS time on the air and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may know more about an oookelele, but who eats oookeleles? Iowa produces more beef than Godfrey and Texas combined.

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What's more. WMT has more sponsors than Godfrey!

WMT's 2.5 mv contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa's WMT budgets at $27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes. *Please ask the Katz man for additional data.*

600 KC
5000 WATTS
DAY & NIGHT

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

$200 Million World Network Urged by Sarnoff.... 15
Summer Sales Steady on Networks............ 15
KJBS Stirs Reaction in Rating Controversy........ 16
Tube Sales Double '49 Figure.................. 16
Broadcasters, Government Meet on Emergency Plans 17
Economy of Radio Cited by McConnell.......... 17
Walton Motors' 21 Years of Radio.............. 18
Congressional Pressure Mounts for Anti-Red Laws.. 19
State Dept. Eyes Haiti Radio Plan 19
S 1973 Pends 'Clarification of Issues'.......... 20
Reaction Generally Favorable to Antenna Rules... 24
Richards' Donations Cited at Hearing............ 30

Telecasting Section Page 51

DEPARTMENTS

Agency Beat......... 10
Aircasters 40
Allied Arts 67
Editorial 34
FCC Actions 74
FCC Roundup 76
Feature of Week.... 42
Front Office 36
New Business 12
On All Accounts 10
Open Mike 26
Our Respects to ... 34
Programs, Promotions, Premiums 70
Strictly Business 42
Upcoming 20

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor.*

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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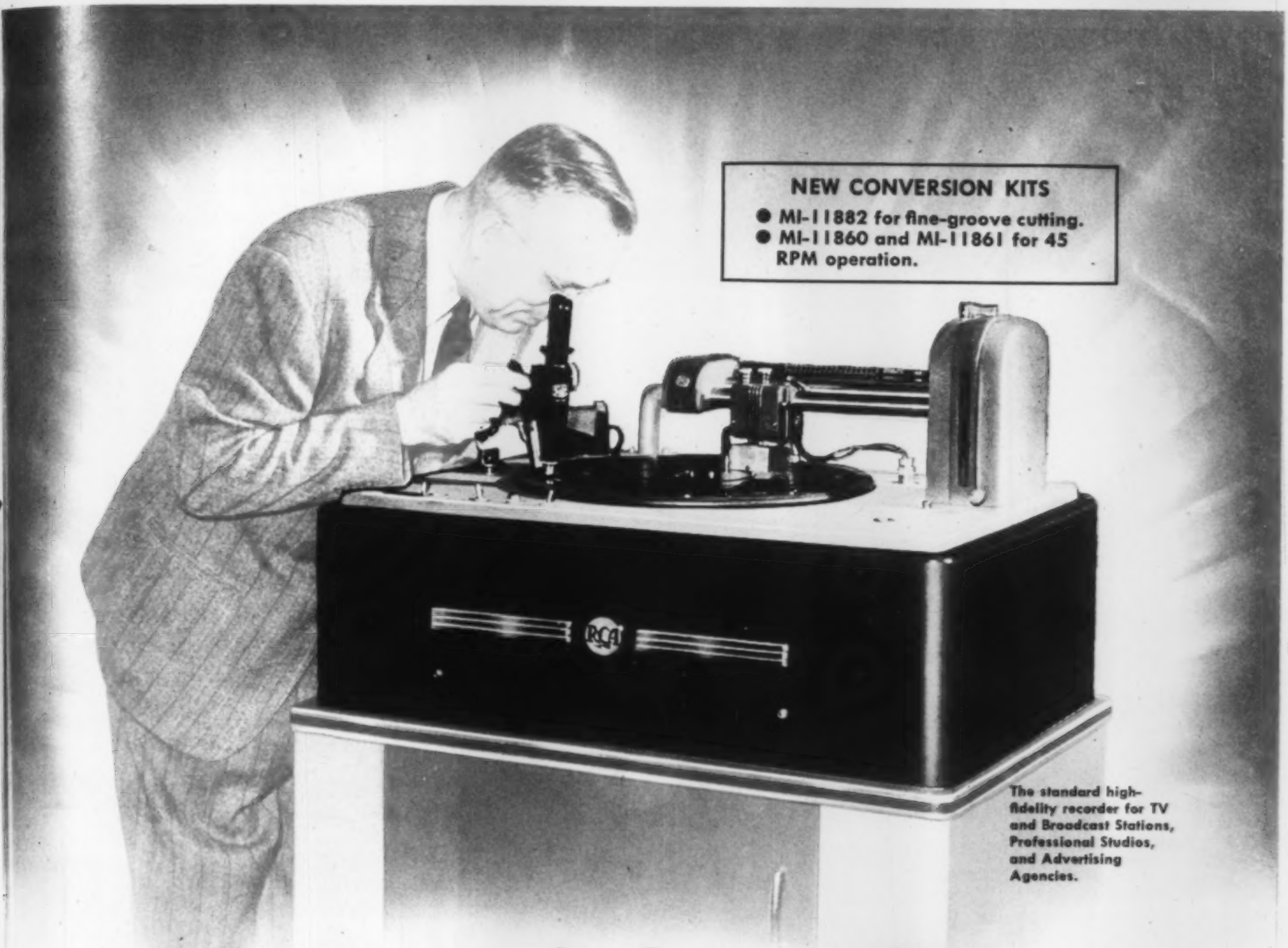
Subscription Price: $7.00 Per Year, 25c Per Copy

XUM



NEW CONVERSION KITS

- MI-11882 for fine-groove cutting.
- MI-11860 and MI-11861 for 45 RPM operation.

The standard high-fidelity recorder for TV and Broadcast Stations, Professional Studios, and Advertising Agencies.

For economical recordings . . .

. . . nothing beats a high-fidelity 73-B

IN PRICE . . . lowest in RCA history* . . . the 73-B compares with any recorder of similar quality!

IN CUTTING COSTS per hour (where the records are permanently retained), the 73-B saves up to 92 per cent—compared with all other recording mediums!

IN RECORD STORAGE space, the 73-B saves up to 83 per cent—compared with all other recording mediums!

New Fine-Groove and 45 RPM Kits

Kit MI-11882 makes it easy to convert your 73-B recorder to cut fine-groove recordings—*and reduce your recording costs one half!*

New motor drive pulleys make it practicable to operate your 73-B at 45 RPM—and utilize this speed, plus either 33⅓ or 78 RPM. (MI-11860 for 45 and 33⅓ RPM, and MI-11861 for 45 and 78 RPM.)

Easy to operate, this professional recorder offers technical and economical advantages matched by no other recorder in its class. For details ask your RCA Broadcast Sales Engineer. Or write Dept. 19 GB RCA Engineering Products, Camden, N. J.

*Ask your RCA Broadcast Sales Engineer for the special package price!

Look at these low operating costs!

Specifications	Records		
	Normal Groove	Fine-Groove 16″	Fine-Groove 12″
Record Cost per Hour (Records only)	$4.00	$2.00	$2.20
Cu. in. storage space needed per hour of recorded material	36	18	20

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot
Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

XUM

WHY IS YOUR KITCHEN LIKE A CANOE?

. . . OR YOUR LIVING ROOM LIKE A LAKE SHORE?

Kitchens, canoes, living rooms, lake shores—just about any spot you can name—all have this in common: *RADIO* is there. Wherever people go, radio's pervasive, persuasive influence follows.

Where radio goes, your sales message can also go. And with *SPOT* radio, your message travels at lower cost . . . with greater efficiency . . . with more precise matching of market and marketing problems than any other medium can provide.

If you have used SPOT, you know how it has sold for you in the past. It can sell even better today. If you've never before tried spot, think first of this roster of stations where so many advertisers *start* their spot thinking • • • • • •

SPOT RADIO LIST

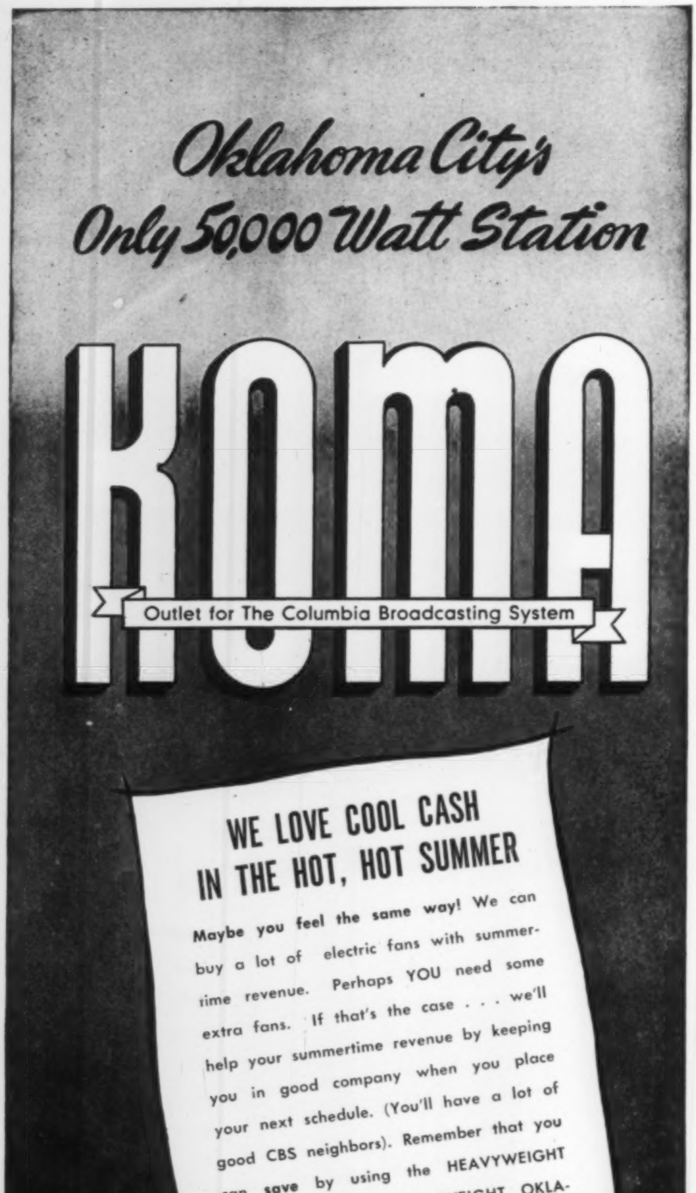
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

XUM



Oklahoma City's Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

WE LOVE COOL CASH IN THE HOT, HOT SUMMER

Maybe you feel the same way! We can buy a lot of electric fans with summer-time revenue. Perhaps YOU need some extra fans. If that's the case . . . we'll help your summertime revenue by keeping you in good company when you place your next schedule. (You'll have a lot of good CBS neighbors). Remember that you can save by using the HEAVYWEIGHT STATION IN THE HEAVYWEIGHT OKLAHOMA MARKET . . . KOMA. More summertime sales at less cost per impression means more nice big fans for you just as it does for us. So . . . keep cool . . . place your next schedule on the station that doesn't relax in the summer . . . The BIG STATION IN OKLAHOMA CITY . . . KOMA, 50 kw CBS.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

agency

S. BEARDSLEY DOBBS, WALLACE W. ELTON, CHARLES A. RHEINSTROM and **WINFIELD TAYLOR** elected vice presidents J. Walter Thompson Co., N. Y.

BERT M. SARAZAN, producer *TV Shopper's Revue* for Hecht Co., Balto., to Robert J. Enders Adv. Inc., Washington, as vice president.

TED ROGERS, CBS Hollywood producer, to Dancer-Fitzgerald-Sample, Hollywood, as assistant to **Al Kabaker**, manager and West Coast radio-TV director.

HENRY A. MATTOON, vice president Compton Adv. Inc., N. Y., to Ruthrauff & Ryan, N. Y., as vice president and copy group head.

RICHARD V. MORRISON, vice president O. S. Tyson & Co., N. Y., elected director.

CHESTER KULESZA, in charge of television production BBDO, N. Y., to head production of TV commercials Dancer-Fitzgerald-Sample, N. Y.

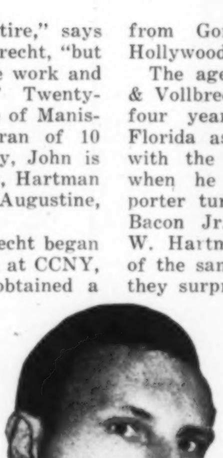
LEE SULZNER, account executive Berghoff Assoc., Hollywood, to Executive Co., L. A., as media director and account executive. **MARV ZEID-**

---

on all accounts

"I CAME here to retire," says John Loudon Vollbrecht, "but I had to do a little work and now I'm short of help." Twenty-eight years old, a native of Manistee, Mich., and a veteran of 10 years in New York City, John is radio director for Bacon, Hartman & Vollbrecht Inc., St. Augustine, Fla.

Radio for John Vollbrecht began while he was a freshman at CCNY, New York, where he obtained a B. S. degree in comparative literature. He started at NBC as a script checker, later moving to broadcast properties. His jobs with big broadcasters were lacking in glamour, but he looked over every script with the eye of an editor and moved pianos with the air of a vice president getting his exercise.



JOHN

Not rich but well-educated in the ways of radio, young Vollbrecht in 1943 left NBC to become a Navy public relations officer and later director of an Armed Forces Radio station of the Pacific Network. There he wrote, produced and directed 24 live shows a week. The station pulled 10,000 letters a month. John says the best part of the job was learning announcing from Gordon Phillips of KH Hollywood.

The agency of Bacon, Hartman & Vollbrecht Inc. came into being four years ago. John was i Florida as public relations office with the Atlantic Reserve Flee when he met former NBC reporter turned ad man, Milton Bacon Jr. Together with Joh W. Hartman, another Navy ma of the same public relations offic they surprised southern circles b setting up in business 40 miles from the agency's neares big account.

John is a publicit as well as an advertising man and produces radio materia for clients from Vero Beach t Charleston. His tota radio work is bette measured in broadcast time secured than in dollar spent. On the dolla score he does week travel shows fo Daytona Beach an Ellinor Village resorts, Florida spo coverage for Barnett National Banks, national spo for Kingsland Saws and a doze other clients, all radio.

John's greatest joy this year wa that of having Florida's Fountai of Youth promoted for six week

(Continued on page 68)

beat

LER, media director, becomes production head and vice president.

WARD V. EVANS Jr., Bauer & Black, Chicago, to C. J. La Roche & Co., N. Y., as member merchandising department.

G. N. BEECHER Jr. and **GEORGE HUMBERT**, account executives Kenyon & Eckhardt, N. Y., elected vice presidents. Mr. Beecher with agency since June, 1949; Mr. Humbert since November, 1943.

Mr. Beecher

Mr. Humbert

MARX S. KAUFMAN and **SAMUEL S. STROUSE** form Kaufman-Strouse Adv., Court Square Bldg., Balto.

LESTER A. SWENSON, Williams & Saylor Inc., N. Y., as assistant to president, to Kenyon & Eckhardt, N. Y., in account management capacity.

HUMBERTO M. SHERIDAN, manager Mexico City branch J. Walter Thompson, elected vice president Mexican Assn. of Advertising Agencies.

THEODORE FREMD, merchandising manager G. M. Basford Co., to Ralph H. Jones Co., Cincinnati, as account executive Edison Electric Institute and others.

LESTER A. SWENSON, assistant to president Williams & Saylor Inc., N. Y., to Kenyon & Eckhardt, same city, in account management capacity.

FRANCES VOLLMER, Earle A. Buckley Organization, Phila., to copy department, Lamb & Keen Inc., same city.

WILLIAM J. WATT, chain store sales manager A. D. McKelvy Co., and **WILLIAM M. NAGLER Jr.**, Audience Research Inc. and Procter & Gamble Distributing Co., to plans-merchandising staff N. W. Ayer & Son, N. Y.

J. N. KELLY, director of public relations Cockfield, Brown & Co., Toronto, named director. **C. B. STENNING** and **J. M. PRETTY**, group managers in Toronto office, also named directors.

ANTHONY R. CANGEMI named assistant production manager John Mather Lupton Co., N. Y.

CHARLES W. TISDALL to public relations staff Tandy Adv. Agency Ltd., Toronto.

ROBERT A. CANYOCK, copy chief E. J. Lush Inc., to head of copy department Remsen Adv. Inc., both New Haven, Conn.

MURIEL KAUFMAN, chief copywriter Russeks, N. Y., to Pedlar & Ryan, N. Y., as copywriter in fashion group.

PAUL SCHLESINGER, timebuyer Tatham-Laird, Chicago, and **LORRAINE STOLZER**, secretary to art director J. Walter Thompson, also Chicago, were married June 30.

MYRON GOLDEN, Grant Adv.; **ELEANOR GOODRICH**, Ruthrauff & Ryan; **HERB FUTRAN**, free-lance author of daytime serials, and **CODY SATTLEY**, Leo Burnett, all Chicago, will address enrollees in Dramatic Continuity course at NBC-Northwestern U. Summer Radio Institute, Chicago.

New Addresses: **ELWOOD J. ROBINSON ADV.**, L. A., to 1111 Wilshire Blvd.; Radio Div., **COCKFIELD BROWN & Co.**, Toronto, to 112 Yonge St.

WKNA Reports

1,000 KIDS STORM STORE FOR CISCO KID'S PHOTO!

Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.

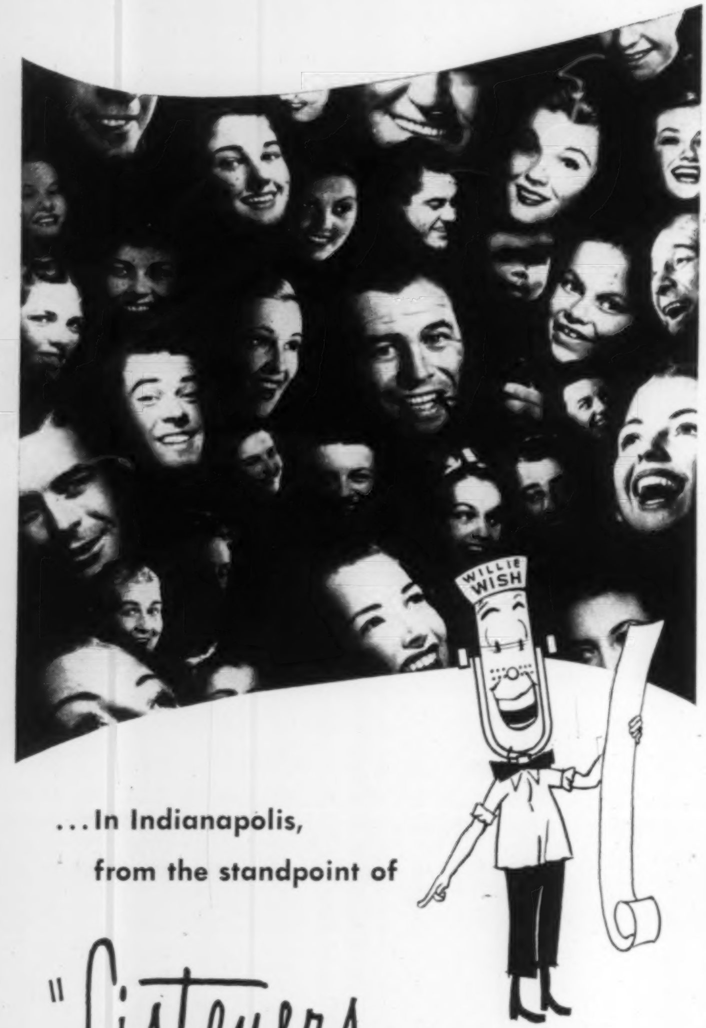
"THE CISCO KID"

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!



. . . In Indianapolis,

from the standpoint of

"Listeners per dollar"

THERE'S ONLY ONE LOGICAL CHOICE

Look at it any way you like . . . number of listeners, cost per program or spot, type of audience, extra promotion to "back up your program" . . . and it adds up to ONE STATION in Indianapolis—W I S H.

Yes—if Indianapolis is in your sales area, watch Willie Wish . . . and keep in touch with your Free & Peters Colonel.

* New Studios—1440 N. Meridian St.

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, *Manager*
FREE & PETERS, *National Representatives*

new business

ROBERT L. BERNER Co., Chicago (Holiday Hop corn), expands spot schedule in three markets to Kansas City, Detroit and Cincinnati, starting in August, and to other national markets later, to introduce new product. One minute TV spots to start soon in six markets. Agency: George H. Hartman, Chicago; **Thomas Kivlan** account executive.

KEMCAL Inc., S. F. (household products), names Roy S. Durstine Inc., N. Y. Spot TV planned for West Coast beginning week of July 23.

BRITISH AMERICAN OIL, Canada, planning American TV spot campaign for first time. Markets will include Boston, Rochester, N. Y., Buffalo, Phila., Cleveland, Detroit. Agency: James Lavick, Toronto. **Norman Sharp** will service.

SIMON LEVI Co. Ltd., L. A. (Bluhill foods), appoints Glasser-Gailey Inc., L. A., to direct advertising. Radio, TV planned.

PANWAFF Inc. Minneapolis (packaged pancake and waffle batter), names Fadell Co., same city, to direct advertising. Radio, TV will be used.

JEFFERSON ISLAND SALT Co., Louisville, and **JARMAN SHOE Co.**, Nashville, appoint Noble-Dury & Assoc., Nashville, to direct advertising. Radio, TV are used.

F. W. FITCH Co., Toronto (hair preparations), names James Lovick Co., Toronto, to direct advertising. Expanded radio advertising planned.

CALIPTUS CO., subsidiary of Strykers Soap, S. F., appoints Guild, Bascom & Bonfigli, S. F., for radio-TV campaign for Caliptus Shampoo. Participations started on KFRC KPIX (TV) KRON-TV KGO, all S. F.

Network Accounts . . .

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C. (Camel cigarettes) buys *The Fat Man*, Friday, 8-8:30 p.m., ABC beginning Oct. 6 [CLOSED CIRCUIT July 3]. Agency: William Esty Co., N. Y.

LUSTRE-CREME HAIR DRESSING, N. Y., starts participation sponsorship *Cavalcade of Bands* and *Cavalcade of Stars* on DuMont network. Agency: Lennen & Mitchell, N. Y.

PEPSI COLA CO., N. Y., to sponsor *Faye Emerson*, three times weekly, quarter hour, CBS-TV, starting early fall. Specific time not yet determined. Agency: Biow Co., N. Y.

BEST FOODS Inc., N. Y. (Shinola shoe polish and Rit dyes), sponsors *The Betty Furness Show*, Fri. 10-10:30 p.m., beginning Sept. 15, on ABC-TV. Agency: Earle Ludgin & Co., Chicago.

SWIFT & Co. Chicago (table-ready meat division), to sponsor U. of Minn. football games for 1950 on Northwest Network. Agency: J. Walter Thompson, Chicago.

GREEN GIANT Co., LeSeuer, Minn. (canned food products), to sponsor Friday 6:30-7 p.m. (CST) TV show starring Art Linkletter on ABC from Oct. 6 for 52 weeks. Title and format to be set later. Agency: Leo Burnett, Chicago.

Adpeople . . .

CHARLES V. LIPPS, eastern division sales manager Carnation Co., N. Y., to general sales manager Simoniz Co., Chicago.

STERLING WHEELER, Young & Rubicam, Mexico City, to Pepsi Cola Co., N. Y., as assistant to **Albert J. Goetz**, vice president in charge of advertising.

HAROLD J. COLTON joins merchandising and planning division Pabst Sales Co., Chicago, as manager of sales promotion.

TODAY'S SPECIAL
MARKET
SOAP
KCBS

In San Francisco

He doubles in sales

Everything about Lewis Martin goes double. It's double time for this master showman-salesman: 1:30 to 2:00 p.m., The Housewives' Protective League, and 10:30 to 11:30 p.m., Starlight Salute.

...With a double take. Ratings! (The HPL is San Francisco's top participating show. And Starlight Salute is the leading program in its time period.)* And results! (Of 20,000 letters Martin received last year, *18,000 were orders for merchandise!* This year, he drew 5,678 orders for a single dollar item in three months!)

His sponsors are seeing double... and love it! Tru-Value Food Products: "Our sales have increased 100% in the past 30 days." Herb Jones: "Outstanding results... surpass greatest expectations."

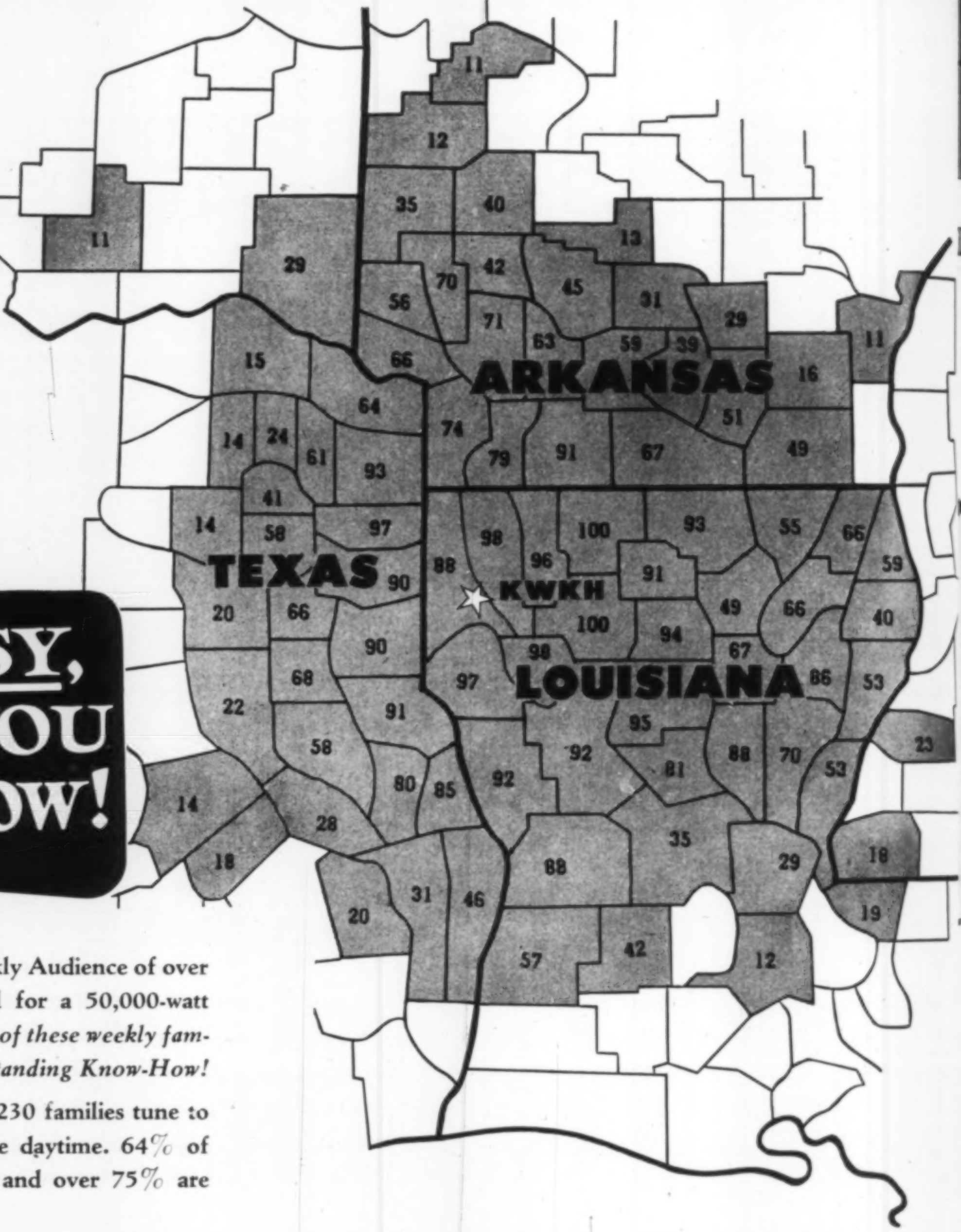
For double sales impact in the Bay Area, let Lewis Martin sell for you—day or night. Ask us or Radio Sales for details today.

---

*Pulse of San Francisco, March-April 1950

San Francisco
Columbia's Key to the Golden Gate

IT'S EASY, WHEN YOU KNOW HOW!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KWKH DAYTIME BMB COUNTIES

Study No. 2 **Spring, 1949**

GETTING a BMB Daytime Weekly Audience of over 300,000 families is not exceptional for a 50,000-watt station. *But getting almost two-thirds of these weekly families as daily listeners is proof of outstanding Know-How!*

BMB Study No. 2 reveals that 303,230 families tune to KWKH at least once a week in the daytime. 64% of them listen "6 or 7 days weekly," and over 75% are "average daily listeners*".

Shreveport Hoopers give further proof of KWKH's ability to attract and hold listeners. Throughout 1949 KWKH got far and away the largest Share of Audience —Morning, Afternoon and Evening—and this holds true for 1950 Hoopers, too!

Get all the facts about KWKH and the job it can do for you in our three-state area. Write direct, or ask The Branham Company!

---

* *Weighted in BMB-approved manner.*

KWKH

50,000 Watts • CBS •

SHREVEPORT

Texas
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 2 WASHINGTON, D. C., JULY 10, 1950 $7.00 A YEAR—25c A COPY

$200 MILLION WORLD NETWORK

Urged by Sarnoff

By JOHN OSBON

WHEN BRIG. GEN. David Sarnoff (r) completed his testimony Thursday before the Senate subcommittee considering the "Marshall Plan of Ideas," Sens. William Benton (l), author of the resolution, and Brien McMahon, both Connecticut Democrats, rushed to the corridor to congratulate him on his testimony in all-out support of the project.

UNANIMOUS demands for a sweeping "Marshall Plan of Ideas"—encompassing vast radio networks and use of television abroad—caught "fire" on Capitol Hill last week as Congress alerted itself to the impact of Soviet propaganda in the Korean campaign and on other international fronts.

Without exception, America's top military leaders joined legislators and a key official of the radio industry—Brig. Gen. David Sarnoff, chairman of the board of RCA—in pressing for immediate expansion of the international overseas program, including increase in facilities and programming of the Voice of America and utilization of radio on a global scale.

Simultaneously, it was revealed that President Truman is currently studying an expansion program along the course charted by Sen. William Benton (D-Conn.), on whose resolution (S Res 243) a Senate Foreign Relations subcommittee held hearings last week [BROADCASTING, June 19, 12].

Sarnoff's Proposals

Gen. Sarnoff, testifying before the subcommittee Thursday, proposed:

- Expansion of the U. S. international radio broadcast service—programming and facilities—"as quickly as it is physically and technically possible." He estimated the cost at $200 million with an annual overhead at $50 million.
- Procurement of "strategic sites on American and other free territory" upon which stations can be installed and operated.
- Construction of stations equipped with "several high power, shortwave and mediumwave transmitters" designed to "ring Iron Curtain countries."
- Extension of arrangements between State Dept. and the British government "on a much wider basis" to help increase range and scope of the Voice of America.
- Coordination of data on international broadcasting and television "in preparation of an overall comprehensive and definitive plan" and looking toward a fused "Voice and Vision of America."
- Establishment of a commission to prepare such a plan, including costs estimates, and to transmit its findings to the President and Congress.

Other highlights of the three-day hearings, conducted before a subcommittee under Sen. Elbert D. Thomas (D-Utah), evolved around discussion exploring:

(1) Possibility of a general headquarters group for all informational services in the United States.

(2) Proposal that Voice of America program operation be removed from the State Dept. but remain subject to its policy jurisdiction.

(3) Indication that State Dept. is prepared to request additional funds to expand its overall information program.

(4) Oral evidence that Russia's radio and press reports have distorted the American peace objectives in the Korean situation.

Also testifying in support of the extensive Benton resolution were Gens. George C. Marshall and Dwight Eisenhower; John Foster Dulles, Republican advisor in the State Dept.; Secretary of State Dean Acheson; and several legislators, including Sens. Karl Mundt (R-S.D.), Herbert H. Lehman (D-N. Y.), Ralph E. Flanders (R-Vt.), and Robert C. Hendrickson (R-N. J.).

Benton, Mundt Give Support

Sen. Benton, former Assistant Secretary of State and avid advocate of shortwave broadcasting, and Sen. Mundt, original co-sponsor of legislation authorizing the Voice and proponent of a similar measure utilizing international television, headed the Congressional contingent supporting the resolution.

Sen. Thomas said Thursday his subcommittee did not plan to report immediately to the full committee on the proposal but pointed out that most of its provisions already are authorized under Pub-

(Continued on page 46)

SUMMER SALES STEADY

Networks Up

By BRUCE ROBERTSON

IF, as certain melancholy prophets have freely predicted, commercial radio is going rapidly downhill, losing sponsors and listeners alike to its new rival, television, the summer schedules of the four nationwide networks fail to show it.

Nor has the switch of several network advertisers to national spot [BROADCASTING, July 3] and the general resurgence of spot business reduced the total of sponsored network time.

Analysis of BROADCASTING's comparative network showsheets for July of this year and the same month of a year ago reveals that the total number of sponsored network hours is almost identical for the two months. In fact, July 1950 is ever so slightly in the lead, with a weekly total of 169 hours, 20 minutes of commercial time, compared with 169 hours and no minutes for a July 1949 week.

* * *

SPONSORED NETWORK TIME

	EVENING		DAYTIME		TOTAL	
	1950	1949	1950	1949	1950	1949
	Hr. Min.	Hr. Min.	Hr. Min.	Hr. Min.	Hr. Min.	Hr. Min.
ABC	10:30	15:10	23:25	24:00	33:55	39:10
CBS	15:45	13:15	37:30	34:45	53:15	48:00
MBS	6:40	7:50	22:15	17:00	28:55	24:50
NBC	20:30	22:45	32:45	34:15	53:15	57:00
Total	53:25	59:00	115:55	110:00	169:20	169:00

Evening sponsored hours are down somewhat this summer from a year ago: 53 hours and 25 minutes a week in July 1950, against 59 hours and no minutes a week in July 1949. In the daytime the picture is reversed: 115 hours, 55 minutes of commercial time per week this July, opposed to 110 hours, no minutes, a year ago.

CBS and MBS both have more commercial time scheduled for this July than they had for last July, according to the showsheet, which is compiled each month by the networks themselves for BROADCASTING. According to this copyrighted

(Continued on page 50)

XUM

HOOPER VS. PULSE

KJBS Stirs Reaction

C. E. HOOPER, president of C. E. Hooper Inc., and Sydney Roslow, president of The Pulse Inc., were probably the last two subscribers to BROADCASTING to see the challenge addressed to them by Stanley G. Breyer, commercial manager, KJBS San Francisco, in a full page advertisement in last Monday's issue (July 3).

Reached by phone Monday at a Canadian village before taking off into the wilds on a fishing expedition, Mr. Hooper dictated a qualified acceptance of the KJBS proposal that his company and Pulse jointly underwrite a house-to-house coincidental survey to be made in the San Francisco-Oakland area concurrently with the regular August surveys of the Hooper and Pulse organizations there.

Dr. Roslow, vacationing in the South, was contacted Friday at Myrtle Beach, S. C., where he was speaker at the South Carolina Broadcasters Assn. meeting. He said he had been away from his office and had not had a chance to read the KJBS advertisement. When he arrived back at his office July 10, Dr. Roslow said, he would study the proposal.

Heavy Response

Mr. Breyer told BROADCASTING he had received a large number of telephone calls and that KJBS officials had been "on the phone all morning" as a result of the advertisement. He declared it was "remarkable how promptly and thoroughly your editorial (was) read."

Agency executives emphasize that although San Francisco is the locale of the controversy, the confusion is nationwide, according to Mr. Breyer.

Labelled "An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Eliminate Some Confusion About Ratings," the KJBS copy points out that two rating services either duplicate each other, with unnecessary expense resulting, or deliver different ratings, producing confusion. "It makes as much sense as having two umpires behind the plate—as well as two sets of rules," the station declares.

KJBS states that in recent appearances before the San Francisco Advertising Club Mr. Hooper has defended the accuracy of his telephone-coincidental method and Dr. Roslow the accuracy of his personal interview-aided recall system. As evidence supporting accuracy of the figures each has produced a house-to-house coincidental survey. Since "it is obvious that both Mr. Hooper and Dr. Roslow respect the house-to-house coincidental survey as a method approximately par for the course, although much too expensive to employ regularly," and since neither of the personal coincidental surveys was conducted in the San Francisco-Oakland area, KJBS proposed:

1. That a reliable research company other than C. E. Hooper Inc. and The Pulse Inc. but acceptable to both, be retained to conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August 1950, using an accepted random or probability method of obtaining the sample.

2. That the cost of this survey be shared jointly by C. E. Hooper Inc. and The Pulse Inc. since each has a basic interest in the results.

3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland August interviewing of C. E. Hooper Inc. and The Pulse Inc. (first week of the month recommended).

4. That C. E. Hooper Inc. and The Pulse Inc. agree to furnish original field records, working material, interviewers' instructions and tabulation procedures of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) an advertiser, (e) a Hooper station-subscriber, (f) a Pulse station-subscriber. Also that both firms submit to 10% of their interviewing being "observed" by committee members.

5. That all parties concerned either agree in advance that this house-to-house coincidental represents the truest picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or arguments afterwards regarding the sample, method, company engaged, etc. In other words, if this third survey agrees with Hooper, *then Hooper is right and Pulse is wrong.* If it agrees with Pulse, *then Pulse is right and Hooper is wrong.* If it agrees with neither, *then both Hooper and Pulse are wrong.*

Mr. Hooper's acceptance wire:

C. E. Hooper Inc. accepts your invitation to participate in a three way simultaneous test of personal cross-section sample coincidental vs. telephone home sample coincidental vs. cross-section sample aided recall. We accept all conditions subject to approval of cost except that an adjustment be made to compensate for apparent differences in "available audience" as obtained by the personal coincidental compared with the telephone coincidental. You see, householders are more prone to answer the telephones than doorbells causing telephone coincidental to be more accurate than personal coincidental regarding "available audience."

NAB DIST. 2

Will Meet Oct. 12-13

ANNUAL meeting of NAB District 2 (N. Y., N. J.) has been definitely scheduled Oct. 12-13 by William A. Fay, WHAM Rochester, district director. Site will be the Ten Eyck Hotel, in Albany. The meeting had been tentatively scheduled Nov. 9-10 [BROADCASTING, July 3] but the Oct. 12-13 date was finally selected.

Still not definite is site of the District 4 (D. C., Va., N. C., S. C., Md. in part) meeting Nov. 2-3, now scheduled at Williamsburg, Va.

District 16 (So. Calif., Ariz., So. Nevada) and District 15 (No. Calif., No. Nev., Hawaii) may meet jointly Aug. 21-22 at the San Carlos Hotel, Monterey, Calif.

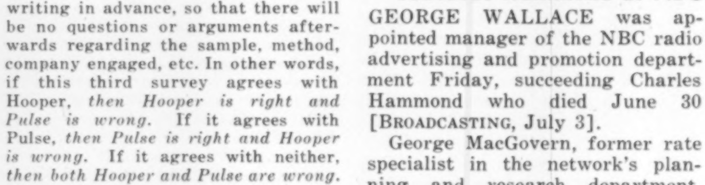
WALLACE NAMED

Succeeds Hammond at NBC

GEORGE WALLACE was appointed manager of the NBC radio advertising and promotion department Friday, succeeding Charles Hammond who died June 30 [BROADCASTING, July 3].

George MacGovern, former rate specialist in the network's planning and research department, was appointed to Mr. Wallace's former job, manager of the radio sales planning and research department.

Mr. Wallace, who joined NBC in 1940 as a page, has served in advertising and promotion capacities.



Drawn for BROADCASTING by Sid Hix

"Oh, he's the network censor for plunging necklines!"

JOINS PETRY

Maillefert Leaves WVET

WILLIAM B. MAILLEFERT, president and general manager of WVET Rochester, N. Y., will join the New York office of Edward Petry & Co. as an account executive for radio, it was announced last week.

Mr. Maillefert started with the Compton Agency in New York in 1937, and in 1938 was made its head spot radio timebuyer. He served such clients as Socony Vacuum, Procter & Gamble, Nestles Products, Goodyear, Allis Chalmers & Pall Mall. With the exception of two years in the South Pacific as captain with the Army Transport Service, he was with the Compton Agency for eight years.

Mr. Maillefert

Mr. Maillefert had managed WVET since 1946. He has been associated with the American Assn. of Advertising Agencies Radio Committee and the War Advertising Council, and is a former vice president of the Radio Executives Club of New York.

TUBE SALES UP

May Radio Orders Double '49

REFLECTING continued demand for radio receivers and swift growth of TV, sales of radio receiving tubes in May doubled those of the same month in 1949, according to Radio-Television Mfrs. Assn.

May radio tube sales totaled 29,706,500 units compared to 13,488,121 in May 1949 and 27,387,689 in April 1950. Of the May sales, 23,429,417 tubes were sold for new sets, 5,343,010 for replacements, 872,351 for export and 61,722 to government agencies. Five-month tube sales this year totaled 137,895,253.

Sales of cathode ray tubes to TV receiver manufacturers increased 20% in May, with trend to large screens emphasized. More than 64% of all TV picture tubes were 14 inches and over, with 12-13.9 inches, the previous dominant size, down to 35% of the total.

May TV picture tube sales totaled 599,667 units valued at $14,260,114 compared to 498,624 in April valued at $12,054,207. TV set makers' purchases of cathode ray tubes in the first five months of 1950 totaled 2,604,718 units valued at $64,042,781.

Sano To Use Radio

FLEMING-HALL Tobacco Co., through its agency, Raymond Spector & Co., New York, will use radio in the fall for its Sano cigarettes. Agency has not decided yet whether it will be spot or network.

EMERGENCY BLUEPRINTS

Broadcasters, Government Meet

RADIO'S emergency blueprint, under attentive study the past fortnight by the National Security Resources Board [BROADCASTING, July 3], came in for closed circuit discussions last week as a broadcasters' advisory group met—for the first time in two years—with mobilization planner on communications' role in civil defense planning.

Radiomen representing the major networks joined with common carrier representatives and officials of government agencies in response to a meeting called Friday by Paul Larsen, the nation's mobilization chief.

Mr. Larsen was to make a presentation on communications during the "informal roundtable discussion," then solicit suggestions from radio and common carrier representatives "looking toward development of the project which NSRB hopes to make available sometime this September," it was announced Thursday.

Broadcasters were called in "an advisory capacity," it was emphasized by Leighton Peebles, NSRB communications division director, who attended along with William A. Gill, civil defense coordinator, and communications personnel of the board.

Radio Representatives

Representing the broadcast industry were William Hedges and William McAndrew, NBC; Earl Gammons and Ted Koop, CBS; Hollis Seavey, MBS; Robert H. Hinckley, Kenneth Berkeley and Bryson Rash, ABC; William Ryan and Robert K. Richards, NAB.

Officials of American Telephone & Telegraph, American Radio Re- ay League, the Atomic Energy Commission and other agencies also were invited to participate in the discussions conducted at the Executive Office of the President.

The field of wire and radio communications was to be explored dur- ng the all-day session.

Two key plans—one contemplat- ng key stations in a potential pri[illegible] nary "emergency" network, the ther envisioning secondary sta- ions which conceivably would be nore subject to radio blackout dur- ng air attacks—were among those elieved to be slated for discussion y the group.

NSRB communications officials lready have indicated they are tudying costs of component parts f station equipment material, umber availability of trained ra- io and TV technicians and other atters in relation to any overall an-power situation that may ise.

Voluntary Korean war news andards for radio, television and wspapers went into effect after y had been suggested by Gen. uglas McArthur and approved Secretary of Defense Louis nson. A statement from the Far East Command follows:

Gen. McArthur does not desire to invoke censorship. He prefers that the press establish a voluntary code that will insure the security of operations and the safety of personnel. This will prevent detrimental information being made available to hostile forces. A true democratic press, it is believed, will accept the challenge.

Reports naming specific units, sizes, titles, places of landings, locations and troop movements should not be disclosed. Subordinate headquarters, units committed lower than the Eighth Army, Fifth Air Force, Twentieth Air Force and Seventh Fleet on any field locations are not mentioned. Your co-operation is requested.

On Capitol Hill the Senate Executive Expenditures Committee meanwhile withheld a completely favorable report on President Truman's plan to transfer most of NSRB's functions to its chairman, W. Stuart Symington, but the proposal went into effect last Saturday. It gives Mr. Symington complete control of the mobilization program, including communications, over and above board members—heads of State Dept., Treasury, Agriculture, Interior, Defense, Labor and Commerce.

The board has on tap a number of so-called "ghost orders" for communications and electronics equipment which it has not yet pressed into actual orders. Aside from machine tools, most of them have remained "on paper."

NSRB and Munitions Board have been collaborating on plans involving radio equipment—stockpiling of basic or critical materials. Additionally, steel, copper, aluminum and quartz crystal are among the items which would be deemed vital in the event of any emergency. Thus far there has been only speculation of a possible "freeze" on such materials.

The Electronics Equipment Advisory group, comprising manufacturers, has been mulling specifications which may be required of the industry by the military and certain problems relating to standardization of equipment nomenclature, as well as specifications, are being studied by Dr. W. R. G. Baker of General Electric Co., a member of the committee.

Tubes, Components Important

One of the key products on the NSRB-MB list is the cathode or transmitter tube and component parts, an NSRB communications spokesman said last week. A Munitions Board study, under way for some time, has pinpointed about 400 companies which turn out large communications items and some 200 more who produce component parts or small products, he added.

Relocation of key electronic equipment companies who have opened new plants or expanded others also has been stressed from time to time by NSRB officials as of major importance. One such major company, Andrew Corp., expanded its facilities to strategic areas in 1948, and others have indicated similar action, NSRB has pointed out.

Dispersion of cities, however, "would be fantastic," Mr. Larsen has pointed out. "On the practical side, the board is and will continue to stress . . . dispersion as a planning factor in new construction and in our cities . . . on a voluntary basis," he added.

Government agencies also might fall under such a plan, although it already has been indicated that FCC would not be included, according to present proposals, because of its "essential nature" as a communications regulatory body. It would likely remain near the seat of government and military, NSRB officials believe.

Meanwhile, on another front, it was revealed last week that the President's Communications Policy Board, set up early this year [BROADCASTING, Feb. 27, 20], would open four-day meetings in Washington beginning today.

Defense Discussion Seen

It was believed that defense would be a vital subject of discussion during sessions dealing with the allocations of frequencies and international communications, a spokesman of the board indicated last week. This is one of the board's periodic meetings and was slated two months ago by Dr. Irvin Stewart, of the U. of West Va., head of the group and former FCC Commissioner. It plans to meet again in August. Previous sessions were held in March, April and May.

ECONOMY OF RADIO

Cited by McConnell

VALUE OF RADIO advertising is unmatched by any other medium, Joseph H. McConnell, NBC president stated last week.

Speaking last Friday before the South Carolina Broadcasters Assn. at Myrtle Beach, S. C., Mr. McConnell said:

"During the past 10 years, while rates for other media were repeatedly raised to reflect [illegible]creases in their circulation, network radio — which enjoyed the greatest increases (in circulation) of them all—kept its rates fixed.

"It did so for good economic reasons. By offering greater and greater values, it secured maximum volume — and in the broadcasting business a high volume of sales is especially important.

"We all know that unsold time not only reduces revenues but increases expense at the same time, resulting in high cost, inefficient operations. We did not establish the increased rates which would have been justified by the increasing value of our product, so that we would keep broadcasting far in the lead as the most economical medium and thus promote maximum sales volume and the most efficient level of operations."

As the size of radio grew—faster than the rate of growth of the population—broadcasters delivered what Mr. McConnell called a "huge bonus audience."

Effect on Bonus Audience

"Now television is beginning to eat into the bonus audience in the home," he said, "although it cannot touch the millions of hours of weekly bonus listening outside the home. And because this plus is being subtracted, the heat is on for rate reductions.

"The advertisers point to the metropolitan markets where television is concentrated, and rest on the fact that evening radio in those markets offers a less attractive buy than it did two years ago. In doing so they are comparing radio's good value today with the super-value it offered when it was the only broadcasting service. They are not comparing the values of radio today with the present values of the printed media with which it competes. . . .

"They are overlooking the fact that after the full effect of television is taken into account, national radio during the coming season will still deliver a larger audi-

(Continued on page 28)

Mr. McCONNELL

CHRYSLER
ENTRANCE
WALTON
CHRYSLER PLYMOUTH
SERVICE
PLYMOUTH
EXIT

Walton Motors' . . .

21 Years In Radio

By BILL THOMPSON

WHEN JOSEPH LEVY, president of Walton Motors, Chicago, started taking in horses and wagons in trade for automobiles in 1915, he ran advertisements in the Chicago newspapers.

It was logical that he follow the example of his grandfather in this new venture. David Levy rebuilt his commercial horse business on the ashes of the Great Chicago Fire through newspaper promotion.

But by 1929 Joe Levy felt he needed a "more dynamic" medium to cope with competition in the dynamic automobile business. So he started buying time on independent Chicago stations. Bob Hawk, later a top network personality, clicked so well on WAAF that Mr. Levy boldly allocated to radio 25% of his advertising budget for the year. By 1930, he had completely reversed a longstanding family policy favoring printed media and put 80% of his promotional dollars into broadcasting.

Strengthen Radio Budget

This ratio prevailed at Walton Motors—"Finest Chrysler-Plymouth Dealer in America"—until this year when Mr. Levy met the challenge of a prolonged Chrysler strike by upping his radio budget to 85% of the advertising appropriation.

For the past 10 years, the company's radio budget has never been below $75,000 annually. It amounts to about $25 per car sold.

* * *

JOE LEVY Sr.

Completely devoted to the "music and news" type of independent station, Joe Levy believes that automobile dealers who buy time on network outlets are "wasting their money." He thinks the working class has long preferred the station that guarantees either a popular tune or a timely bit of news any hour of the day.

"We get most of our business from the working people who switch on the radio while traveling to and from work or while relaxing at home," he says. "Over the years, we have kept our programming pretty well concentrated between 5 and 7 p.m. because we believe that is the time when the great mass of workers want to snap out of the day's routine. Our customers aren't the type who keep up with daytime serials."

Walton Motors has used radio almost exclusively to merchandise used cars. (In 1941, a total of 3,100 was moved.) During this year's Chrysler strike when, for many weeks, no new cars were available, this policy paid big dividends. But the company has chalked up an imposing record in normal years with *new* car sales. A year ago last December, when the '49 models were beginning to come in, Mr. Levy was caught with 100 brand new '48 Chryslers.

"Even though many of these were designed for the carriage trade, we disposed of each and every one—thanks to radio," he recalls.

"House of Walton," as the company is known on Chicago's "automobile row," has had a succession of personable disc jockeys since Bob Hawk wise-cracked his way through its first 15-minute program on WAAF. Eddie Chase and his *Make-Believe Ballroom*, also on WAAF, was one of its biggest hits. Featuring the same orchestra throughout each 15-minute period, this disc program had a background of ballroom sound effects. Tom Moore, present star of Mutual's *Ladies Fair*, Linn Burton, and Fran Wiegel all have worked for Walton.

The company now has five 15-minute shows Monday through Saturday and eight 15-minute shows on Sunday. Each program has three commercials. The Sunday shows are spaced through the 10 a.m. to 4 p.m. period. Stations currently used are WAIT and WAAF. The latter has been a favorite with Mr. Levy since his first venture into radio 'way back when. However, time also has been purchased from WIND and WCFL during the sponsor's 21 years on the air.

Experiments With Formats

While 15-minute record shows appear to be most popular at Walton, other formats have been tried with considerable success. In 1932, a "hot stove league" type of program on WCFL drew an average of 250 letters and cards a day with answers to the question: "In what order will the major league teams finish the year?" Twelve season passes to either Chicago Cubs or White Sox games went to the winners.

Race results and scores of sports contests often are woven into Walton broadcasts. Spot announcements are rarely used.

Joe Levy conducted his automobile business for nine years in a livery stable operated by his father, Henry D. Levy, at Milwaukee Ave. and Cornelia St. on Chicago's near northwest side. The livery service was a successor to Grandfather David Levy's commercial horse enterprise which survived the holocaust of 1871.

By 1924, he had built a new building—for automobiles only—and since by that time the name of Cornelia St. had been changed to Walton St., he chose this as the permanent name of his organization.

The present House of Walton is an imposing five-story building at 2301 South Michigan Blvd. A swank service building at nearby 2222 South Indiana Ave.—long and rambling and containing the latest precision equipment for servicing Chrysler and Plymouth cars—rounds out the company's facilities.

Highest Allocation

Last year, this concern was allocated more Chryslers than any dealer in the United States.

Mr. Levy is recognized as one of Chicago's most astute business men. He holds memberships in the Standard Club, a downtown organization of some of the city's best known leaders, and the Bryn Mawr Golf Club. Six of his roster of 90 employes have been with him for more than 25 years. He has had the same advertising agency—Irving Rocklin Assoc.—for 1[illegible] years.

One of his younger officials is radio-minded Joe Levy Jr., educated at Culver Military Academy and Northwestern U. He joins with his father in saying:

"Results show that radio does a far better job for us than any other advertising medium."

* * *

JOE LEVY Jr.

ANTI-RED LAWS

Congress Pressure Mounts

MOUNTING Congressional pressure for passage of Communist registration legislation, which would require specific party and group identification on radio and television broadcasts, was further evidenced on Capitol Hill last week.

Sens. Karl Mundt (R-S. D.) and Homer Ferguson (R-Mich.) joined members of the Republican Policy Committee in urging early consideration of the Mundt-Nixon-Ferguson - Johnston anti - Communist bill on the Senate floor. A companion piece is pending in the House Un-American Activities Committee, which has held lengthy hearings.

The Senate version (S 2311) would ban broadcasts or telecasts on behalf of Communist Party or other political organizations unless the sources or sponsors are properly labeled in advance of the programs. [BROADCASTING, June 26.]

The bill was co-authored also by Sen. Olin Johnston (D-S. C.) and Rep. Richard Nixon (R-Calif.).

Sen. Mundt last Tuesday warned colleagues against "new and highly-financed attempts by American Communists to stop the Senate" from passing legislation "and curtailing their conspiratorial efforts to divide American public opinion" and sabotage "the American peace effort."

Foster Communique Cited

He cited a "Communist communique" written by William Z. Foster, chairman of the National Communist Party, calling on members to direct an "all-out Communist crusade" against the legislation. Mr. Foster had urged party members to wire Sen. Scott Lucas (D-Ill.), Senate Majority leader, and other Senators to "reject the demand of the Republican Policy Committee."

Sen. Mundt described the effort as a "frantic, last-ditch campaign of misrepresentation" against measures which would protect the home front against "treachery, propaganda, and sabotage." He expressed doubt that Sen. Lucas would "try to prevent the Senate from working its wishes" and asked the majority leader to "take off the legislative lid he has had clamped" on the bill. He was joined in this demand by Sen. Ferguson Tuesday.

Amid heated floor debate last Wednesday, however, Sen. Lucus strongly indicated he would not be "stamped" into quick action on the proposal.

The measure would seek to curb espionage and infiltration of government agencies and departments by Communists or members of "front" organizations, requiring them to register with the U. S. Attorney General's office and otherwise subjecting them to provisions governing radio-TV broadcasts sponsored by the Republican and Democratic parties.

The question of security also has arisen on another front, involving facilities of the radio-TV industry.

Security Plans Studied

It was learned last week that the Defense Dept. and Civilian Mobilization Office, in cooperation with other agencies, have been studying security plans relating to facilities of commercial broadcast stations and common carrier communications.

During World War II, it was recalled, the communications industry worked with the military and the FBI on means for protection of equipment and security of communications against sabotage.

New plans, it was disclosed, substantially follow recommendations set forth in the famous Hopley report, "Civil Defense for National Security." The report had made plain, however; that while procedures are subject to coördination by the military and the mobilization office, primary responsibility would rest with private companies.

Must Protect Facilities

"The protection of common carrier telephone and telegraph systems and radio broadcasting stations," it asserted, "against normal physical hazards and the war hazards of sabotage and fifth column activities such as attempting to take over radio broadcasting stations, is the primary responsibility of the commercial companies and the public or private agencies operating the systems."

Meanwhile, an "alert" memorandum on internal security, reportedly has been handed down from FBI Director J. Edgar Hoover's office to agents urging them to exercise close scrutiny over suspected and known Communists in vital industries. The FBI has documented data on an approximate 50,000 to 100,000 suspects, many of them American citizens, and some of whom are employed in radio, television and other key industries.

Lawrence Joins World

WORLD Broadcasting System Inc. last week announced the appointment of Richard Lawrence as sales representative to work out of its New York offices. Mr. Lawrence has been an account executive with WVNJ Newark for the past three years, prior to which he was a member of Davidson-Lawrence, package-program producer. In world war II, Mr. Lawrence served with the 20th Air Force in the South Pacific.

O. L. (Ted) TAYLOR (l) of The Taylor Co., station representative, welcomes James W. Coan (r), president of WTOB Winston-Salem, and John G. Johnson, WTOB general manager, to Taylor's new offices at 488 Madison Ave., New York.

* * *

WTOB EXPANSION

Will Add CBS Affiliation

PLANNING to begin fulltime operation on or about Sept. 1, WTOB Winston-Salem, N. C., will be affiliated with CBS in addition to MBS, according to John G. Johnson, general manager of the station [CLOSED CIRCUIT, July 3].

WTOB, operated by James W. Coan and Mr. Johnson, has been operating daytime since it went on the air in 1947. Now on 710 kc with 1 kw, WTOB will go to 1380 kc with 1 kw day and night.

HAITI PLAN EYED

State Dept. Investigates

PROJECTED nest of commercial broadcast stations in Haiti, designed to blanket North and South America and other areas, is being investigated by the U. S. State Dept. [CLOSED CIRCUIT, June 26].

The backers, World Radio Corp., have launched a series of mass meetings in the United States in an effort to raise money for the project.

Using religion and anti-Communism as main themes, World Radio is enlisting the aid of commercial radio preachers and other members of the clergy in an attempt to raise funds. It proposes to sell time to U. S. advertisers.

The project may raise a new problem for the upcoming NARBA conference, since Haiti has no clear channel assignments and World Radio is reported to have been interested in 870 kc (WWL New Orleans), 640 kc (KFI Los Angeles) and other clear facilities.

Stressing the evangelistic motif, World Radio has issued a brochure in which it claims to have a license from the Republic of Haiti to build and operate "a group of the world's largest radio stations."

State Dept. officials are checking the claims. World Radio maintains an office at 7501 S. Main St., Houston, Tex., with Post Office Box 1662 as mailing address.

It is understood World Radio had set a goal of a half-million dollars in Houston alone. Mentioned in connection with a mass meeting held in Houston a few weeks ago were S. E. Ramseyer, of Mexico City, World Radio president, and J. H. Gould, chief engineer.

Among members of the clergy who were mentioned by World Radio as participants in the Houston meeting were Rev. L. L. Roloff, identified as pastor of the Second Baptist Church, Corpus Christi, Tex., billed as main speaker at Houston; Rev. Max Gaulke, pastor, First Church of God, city not shown; Rev. Paul T. Seastrand, pastor, Augustana Lutheran Church, city not shown; Ed Shepard, layman, and Joe Trussell, musical conductor.

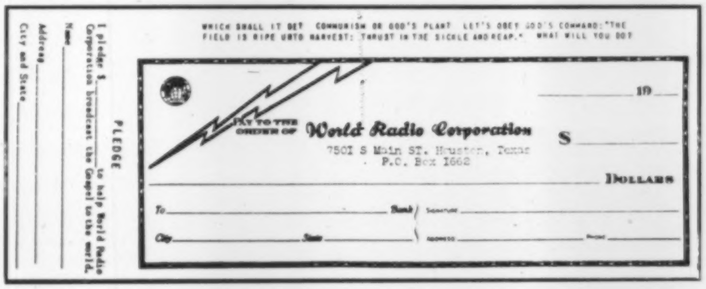
Religion vs. Communism

Another purported World Radio official, Jack Senter, vice president, has been quoted as predicting work on a 10 kw station will start this summer with Jan. 1 as completion date. Mr. Senter is said to believe one of the best ways of fighting Communism is through the spread of religious teachings.

Plans for the Haitian project envision broadcasts in 18 languages and dialects. Further broadcasting centers are being considered in Canada, Switzerland and Ethopia, it is understood. The Haitian stations would be 60% commercial and sustaining time and 40% religious.

World Radio is said to have contacted Securities & Exchange Commission in Washington in regard

(Continued on page 50)



PLEDGE

I pledge $______ to help World Radio Corporation broadcast the Gospel to the world.

Name______

Address______

City and State______

WHICH SHALL IT BE? COMMUNISM OR GOD'S PLAN? LET'S OBEY GOD'S COMMAND: "THE FIELD IS RIPE UNTO HARVEST: THRUST IN THE SICKLE AND REAP." WHAT WILL YOU DO?

______ 19___

PAY TO THE ORDER OF World Radio Corporation $______

7501 S Main ST. Houston, Texas
P.O. Box 1662

______ DOLLARS

To______ Bank Signature______

City______ State______ Address______

STORY OF BOMBS

Documentary Starts on NBC

DOCUMENTARY series, *The Quick and The Dead*, opened July 6 on NBC (Thursday, 8 p.m. EDT) as first of a group of broadcasts described as a biography of the atom and hydrogen bombs.

Narrative technique is used to tie in a series of capsule episodes based on actual and recreated scenes in the history of atomic fission. Bob Hope, NBC comedian, and William Laurence, *New York Times* science reporter, carry the narrative.

Painless presentation of the intricate highlights of atomic energy is provided in Hope-Laurence crossfires. The first episode dealt with events leading up to the critical self-sustaining chain reaction achieved Dec. 2, 1942, at Stagg Field, Chicago. Paul Lukas took the role of Albert Einstein, with Helen Hayes as Lise Meitner, Austrian scientist. Series is written and directed by Fred Friendly.

Sound effect for the first atom bomb explosion was achieved by superimposing the beating of a huge drumhead on thunder recordings from 16 turntables.

More than half the performers in the series play themselves, including Mrs. Eleanor Roosevelt; Gen. Leslie Groves, in charge of the bomb project for years, and the crew of the airplane *Enola Gay*, which dropped the first bomb.

Future episodes will cover building of the first atom bomb and work on the hydrogen bomb. William Brooks, NBC vice president, is in charge of the documentary series, produced by the NBC news and special events department.

upcoming

Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

Sept. 25-27: 41st Annual Meeting Assn. of National Advertisers, Drake Hotel, Chicago.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

NAB District Meets

Aug. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Aug. 21-22: Dist. 15, San Carlos Hotel, Montrey, Calif.

Aug. 24-25: Dist. 16, (Place to be selected).

Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.

SCRIPT of *The Quick and the Dead*, biography of the atom and hydrogen bombs which started on NBC last week, is checked by Major Gen. Leslie Groves (l), chief of atomic production during the war, and William F. Brooks, NBC vice president in charge of news and special events.

HAMTRAMCK CASE

FCC Would Deny Atlas Group

NEW AM station on 1440 kc with 500 w daytime at Hamtramck, Mich., is proposed to be granted to Hamtramck Radio Corp. in an initial decision reported by FCC last Wednesday. Competitive bid of Atlas Broadcasting Co. there would be denied.

Hearing Examiner Hugh B. Hutchison preferred Hamtramck Broadcasting over Atlas on grounds the former included experienced broadcasters, some of whom are familiar with the area, and would participate in daily management and operation.

Major stockholders in Hamtramck Broadcasting are Frank E. Pellegrin, former director of broadcast advertising for NAB and now national sales manager for Transit Radio Inc., and Lynne C. Smeby, Washington consulting radio engineer. Each holds 20% interest with Mr. Pellegrin first vice president and Mr. Smeby second vice president. Mr. Pellegrin also is one-third owner of WATO Oak Ridge, Tenn., and 35% owner of KSTL St. Louis. Mr. Smeby formerly was chief engineer of WXYZ Detroit.

Others in the proposed successful applicant include: Charles S. Gray, wholesale paint distributor and former time salesman and assistant Polish program director at WJBK Detroit, president 6.6%; Walter J. Serement, Hamtramck city councilman and 50% owner of local beer garden-restaurant, treasurer 15%; Ignacy Ulatowski, former Detroit area Polish broadcaster and now furniture store operator, secretary 3%; Morris Luskin, former general counsel of WJBK Detroit and now Los Angeles attorney and 2.4% owner KWIK Burbank, Calif., 15%; Eugene H. Konstantynowicz, former Detroit area Polish broadcaster and Polish newspaper writer, 11.4%; Eugene Brominski, Polish broadcaster for more than 20 years, 3%; Stanley Jerzykowski, radio technician for Hamtramck police department, 3%; Stanley Milewicz, singer, actor-producer for many midwest and eastern stations since 1930, 3%.

Atlas Broadcasting is equally owned by three area residents. These are Stephen S. Skrzycki, local surgeon and mayor of Hamtramck, president; his uncle, Stanley Formaniak, 25% owner Atlas Bottling Co., vice president; and Casimer Zbierski, office manager Wayne County Dept. of Social Welfare, secretary-treasurer.

McFARLAND BILL

Crosser May Cal July Hearing

CHAIRMAN Robert Crosser (D-Ohio) of the House Interstate Foreign Commerce Committee has not dismissed consideration of th McFarland FCC bill this session—pending "clarification on certai issues" posed by the Senate-approved measure.

He said the bill had not been consigned to the category of "controversial" legislation the committee would seek to abandon in the closing days of the 81st Congress. He felt that, once differences are ironed out, the bill could be set for short hearings sometime this month. He has promised to confer with committee members on whether to take it up.

Other observers on Capitol Hill were not as optimistic, however, among them Rep. Harris Ellsworth (R-Ore.), a minority member of the House Interstate Commerce Committee.

"Unless Congress stays on into August, I don't think there is the faintest chance it will be taken up," he told BROADCASTING, though he felt personally that committee membership favored the McFarland bill.

Push for Action

Rep. Ellsworth, a stockholder in KRNR Roseburg, Ore., said he has "tried to push for action" several times in committee meetings on the ground the bill is strongly "needed" but that further action rested with Chairman Crosser. He said he had sounded out Rep. Lindley Beckworth (D-Texas) and Rep. J. Percy Priest (D-Tenn.), both of whom "expressed interest in it."

The bill (S 1973), authored by Sen. Ernest McFarland (D-Ariz.) and passed by the Senate last year, would realign the Commission along procedural staff lines and was designed as a "non-controversial" watered down measure from the old White Bill which provoked furore years ago. The Senate Commerce Committee held two day hearings on the measure, though it had occupied itself with similar remedial legislation over a number of years.

The broadcast industry unofficially is believed to favor the McFarland proposal in view of Congressional action turning thumbs down on President Truman's plan to reorganize FCC by transferring certain functions to the FCC chairman. Commission members testified, however, that it would merely implement the Commission's own self-instituted procedural reorganization.

History of Bill

Tracing the history of the McFarland bill, Rep. Crosser noted that his communications subcommittee has been deprived of its titular chairman—Rep. Alfred L. Bulwinkle (D-N. C.)—and its acting chief—Rep. George Sadowski (D-Mich.) — both of whom have been ill. Rep. Dwight Rogers (D-Fla.) has been a third possibility to handle the legislation, he added.

He said when the measure was referred from the Senate he turned the matter over to Rep. Sadowsk who questioned the "wisdom certain provisions" — feeling tha some should be retained, and other eliminated. They decided, Chair man Crosser said, to turn it ove to the staff, which was delegate to seek out FCC's objections to th bill and draw up a modified on

In view of objections by certai Commission members to some pr visions, FCC was consulted in "advisory" capacity, he added. Ad ditionally Rep. Crosser reveale that William Boyle, chairman the Democratic National Commi tee, called him to inquire whethe he, Chairman Crosser, might "see" Comr. Frieda Hennock matters relating to the bill. Com Hennock, Rep. Crosser added, su sequently visited him and outline certain objections to the measur Comments of other Commissione also were invited.

Rep. Sadowski subsequently i troduced one bill calling for sweep ing substantive changes on gover ment and FCC levels, includi creation of a "super FCC," a provisions delving into instituti of revocation or suspension pr ceedings against stations and ne works for "coercion" tactics; e ploration of network-station rel tionships; radio fraud provision and a host of other proposals.

Chairman Crosser said last wee he does not want "lengthy hea ings" in any event and that held, "we would not be able to hea everybody." He added:

"In the light of information no before me, the McFarland bill do not constitute a measure which wholly free from question."

CBS IN KOREA

Three Are Assigne

THREE CBS correspondents, i cluding Edward R. Murrow, a en route or about to leave for t Korean war zone.

Bill Downs, who recently r turned to the U. S. after assig ment in Berlin, and Bill Costell who was chief of the CBS F Eastern Bureau until reassignme several months ago to Washin ton, are on their way to the sce of action.

Mr. Murrow will leave July Larry Leseuer will substitute f him on the *Edward R. Murrow w the News* program for eight wee beginning July 10.

NBC already has a staff corr spondent, George Thomas Folst in Tokyo, and has also been taki broadcasts from stringers. A though neither ABC nor Mutu has staffers on the scene, bo have stringers in the war zone.

WANT LOW-COST REPLIES IN THE PHILADELPHIA AREA?

Take a tip from the cosmetics manufacturer who made a special sample offer on two Philadelphia stations. On computing costs per inquiry, he found that for every single reply pulled by the second station, he received 12 replies from KYW. This is typical of KYW's consistent sales power* in the nation's third market! For availabilities, check Free & Peters.

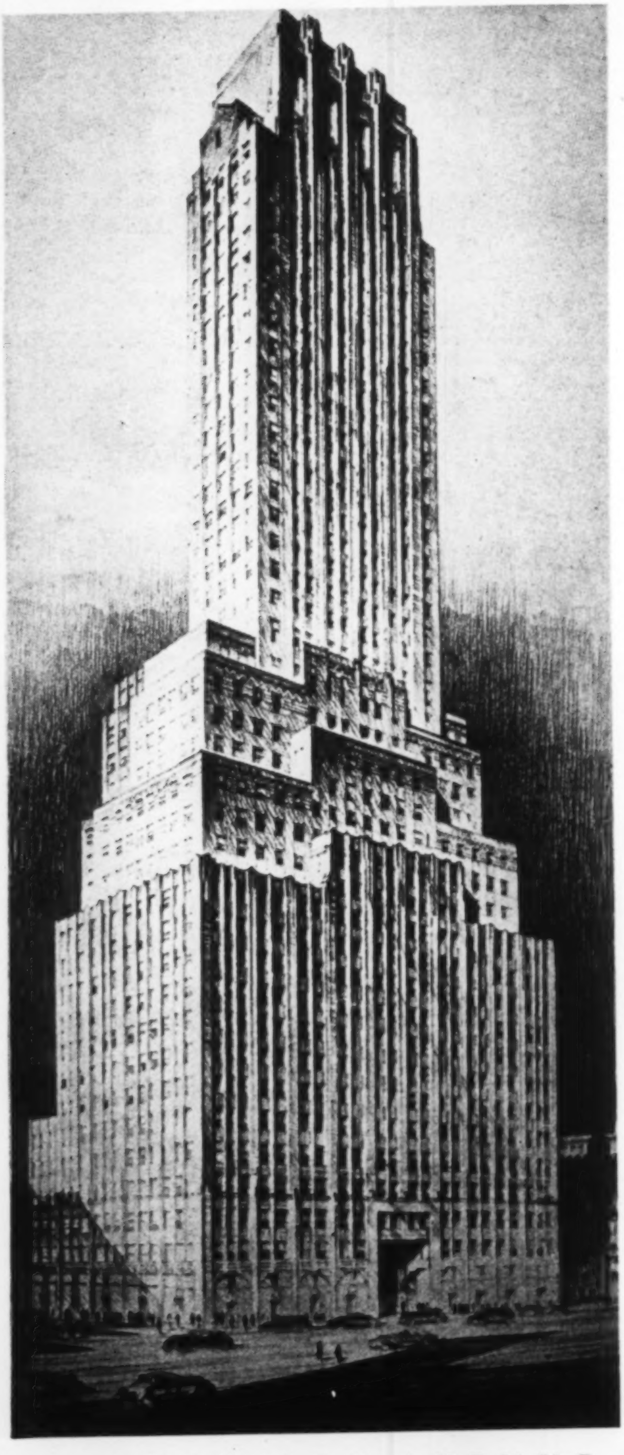
*MARKET DATA	Nighttime	Daytime
BMB Counties	37	32
Radio Families	1,588,510	1,493,550
BMB Families	897,070	800,050
Retail Sales	$5.4 billion	$5.1 billion
Buying Income	$8.8 billion	$8.4 billion
Auto Registrations	1,288,334	1,208,265

KYW

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

A new calling card f
better s



444 MADISON AVENUE

for us means even service for you!

PAUL H. RAYMER COMPANY, INC.
Radio and Television Representatives
444 Madison Ave. New York, N. Y.

PLaza 9-5570

Effective July 1st our New York office will be located in new and expanded quarters at 444 Madison Avenue.

We are occupying the entire 36th floor, double the space of our present offices. This move will afford greater facilities for improved service to our stations in both the radio and television field.

Our general location remains, as it has always been, in the geographical center of New York radio and advertising activity.

We are very proud to announce this move. It has been made necessary by a substantially increasing business backed up by our eighteen years of success.

Paul H. Raymer Company, Inc.

RADIO AND TELEVISION REPRESENTATIVES
444 Madison Ave.—PLaza 9-5570
New York Boston Detroit Chicago Hollywood San Francisco

ANTENNA RULES

Reaction Generally Favorable

DIVERSITY of views, most of them generally favorable, were expressed in briefs filed last Monday on FCC's proposed antenna-site standards designed to minimize the often troublesome problem of approval by the Civil Aeronautics Administration [BROADCASTING, May 29].

The Commission meanwhile extended the deadline for comments from July 3 to July 17 to allow further filings to be made, particularly CAA's brief.

Broadcast industry reaction was mixed although the Commission's intent to expedite aviation clearance of tower sites was favorably received. Chief objections were directed to technical inconsistencies and limitations on tower heights, markings and certain other aspects. Restrictions on TV and FM tower construction were particularly noted.

Segal Files

Principal objection to the proposed new standards, which would become Part 17 of the Commission's rules and regulations, was made by Paul M. Segal of the Washington law firm of Segal, Smith & Hennesey. His argument that the proposed rules go beyond the authority granted FCC by the Communications Act was made in briefs filed in behalf of Congress Square Hotel Corp., Portland, Ore.; Loyola U., New Orleans, and Alvin G. Beaman and T. B. Baker Jr., Nashville, Tenn., all three television station applicants. Mr. Segal also filed for American Radio Relay League.

"It is our conclusion," NAB told the FCC, "that the goal sought by the Commission in this proceeding would be an advanced step and helpful to the broadcasting industry. But because of the complex nature and certain inconsistencies of the proposed rules," NAB suggested "additional time and another opportunity at an informal conference or a formal hearing be granted to the broadcasting industry to cooperatively discuss means for clarification of the proposal."

Such a conference was held last year when the Commission formally proposed the rules. They met stiff opposition at the time from broadcasters and FCC compromised part of the issues when it released its final proposal in May.

NAB indicated the definitions in Sec. 17.2 of FCC's proposal, based on CAA's technical standards order TSO-N18 issued April 26, improperly are used as a criteria for determining tower limitations in connection with air navigation. NAB explained the CAA order cited criteria to be used to determine "obstructions" to air navigation and was not intended to impost limitations on tower heights.

Sec. 17.2(e) of the Commission's proposal, designating air traffic control areas as 500-ft. upwards, was termed not wholly consistent with CAA's procedure for air traffic control effective last March 15 which mentions airspace upwards from 700-ft. altitude. NAB noted FCC "arbitrarily" used the 500-ft. limit throughout its proposal.

NAB said that if FCC's proposed rules require aeronautical study of every new antenna over 500 ft. "radio applicants will be discouraged from higher antennas because of the delays involved." FCC's rules for Class B FM and TV stations recommend antennas of 500 ft. or higher, and also this is being considered in the Commission's overall TV reallocation proceeding, NAB quoted.

It also urged time limits be put on regional airspace subcommittees to pass on applications referred to them, with provisions also for notifying applicants of any objections. NAB also urged clarification of those provisions dealing with rejection of an application by the government Air Coordinating Committee as well as appeal methods and hearing jurisdiction.

TBA Objections

Television Broadcasters Assn. similarly struck all FCC references to the 500-ft. limitation because of the effect on TV towers. TBA urged when special antenna studies are instituted that factors of natural formations and existing structures be considered where they shield the tower involved.

"TBA would be remiss," the association's brief concluded, "if it did not specify that in general the limitations included in the FCC proposals are at the best disconcerting, having the overall potential effect of imposing on the communications industry not criteria as such, but specific regulations."

The Federal Communications Bar Assn. said it did not construe the rules "to imply in any way that the applications requiring special aeronautical study will be approved or disapproved." FCBA said however if the rules "were to set forth criteria for determining whether structures might be a hazard to air navigation additional consideration and study" would be required.

Since the proposed rules are

(Continued on page 77)

"MY 'KRISPY KOOL' LOTION PLEASE, LUIGI!"

ELECTRIC razors and tile baths—us North Dakota hayseeds sure live mighty fancy! Why not, when our income exceeds the national average by $1750 per year?

There's an easy way to get your share of this fabulous Red River Valley farm income. It's WDAY in Fargo. This 27-year-old NBC affiliate racks up some of the *highest Hoopers in the land.* For weekday Evenings (Dec. '49-Apr. '50), for example, WDAY got a 64.0% Share of Audience, compared to 15.1% for the next station! Equally important, WDAY has even greater listenership throughout the rural parts of the Red River Valley. A new 22-county survey (copy on request) proves that WDAY is a 17-to-1 favorite over its nearest "competition"!

Let us send you all the amazing facts about WDAY, *today!*

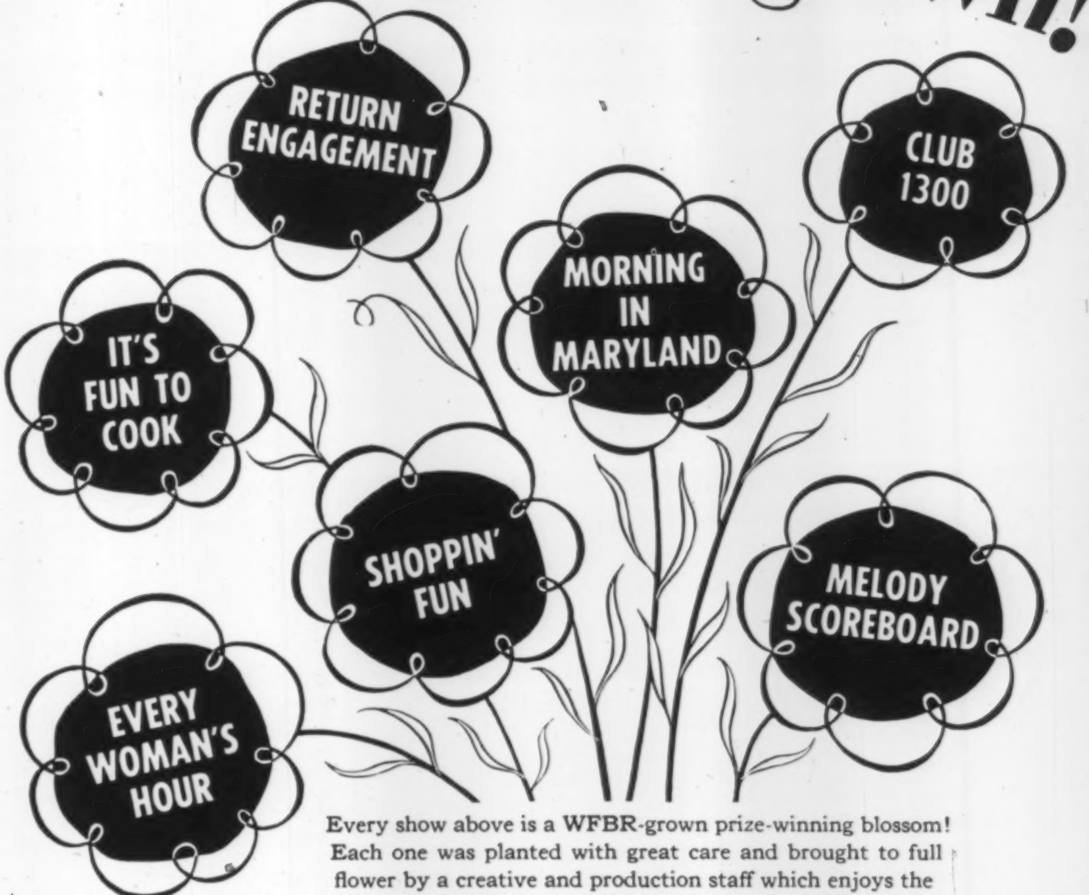
WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Hardy perennials ~~ home grown!


RETURN ENGAGEMENT
CLUB 1300
MORNING IN MARYLAND
IT'S FUN TO COOK
SHOPPIN' FUN
MELODY SCOREBOARD
EVERY WOMAN'S HOUR

Every show above is a WFBR-grown prize-winning blossom! Each one was planted with great care and brought to full flower by a creative and production staff which enjoys the "greenest thumb" in Baltimore radio. Each one is a long-time, high-Hooper perennial—the youngest 6 months—the eldest 11 years! Next time *your* radio budget says "Baltimore"—pick a bouquet of profits from . . .

AM WFBR FM

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

WAVE CAN'T HURRY TO RUSH (Ky.)!

Sure we're *fast*, but we just can't work up enough velocity to tag Rush (Ky.). Hit's too durned fur away. . . .

Instead, we show our speed around the Louisville Trading Area—27 counties in which the effective buying income is 41% higher than in Kentucky *outside* our zone. Comparatively speaking, the people in WAVE's market are *rich!* They buy almost as much as all the rest of the State *combined!*

If you want to Rush your products off the shelf with *haste*, not *waste*, contact WAVE or Free & Peters — *immediately!*

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

open mike

Comments on 'Fusion'

EDITOR, BROADCASTING:

. . . To my mind, you have here a very swell editorial on the subject. . . . I think in this you have a great idea, but I am not certain that it can be pushed through at this moment. Nevertheless, as a board member, I am going to keep it uppermost in my mind and do all I can to cooperate in building a stronger industry organization. Again, thanks for your cooperation.

Charles C. Caley
V. P. & Gen Mgr.
WMBD Peoria
Member Board of Directors
NAB

* * *

EDITOR, BROADCASTING:

You've got something in your June 26 editorial, "Radio-TV Fusion Now." Your proposal not only makes good sense to me, but offers a solution to some of the most difficult problems now before radio, as an industry.

I hope that you continue to press the plan forward.

Ivor Sharp
Executive Vice President
KSL Salt Lake City

* * *

EDITOR, BROADCASTING:

I have read with great interest the article which undoubtedly will provoke considerable discussion in the industry.

Robert C. Sprague
President
Sprague Electric Co.
North Adams, Mass.
President
Radio-Television Mfrs. Assn.

* * *

EDITOR, BROADCASTING:

Your editorial on "Fusion" is thought-provocative, but the industry has a problem far more exigent. We have years to "figure out" federation. In the meantime, there is an immediate necessity for a decision on BAB. The NAB board agrees on separation but when the special BAB committee meets in Washington on July 27-28, here is the problem.

If we completely divorce BAB, it is the considered judgment of many that NAB will quickly lose a rather large hunk of its already depleted membership. Already less than half of existing licensees are in NAB. Can our national association afford to represent even a smaller segment of the industry? How much would it further weaken an already weak front in vital Washington?

On the other hand, if BAB is separated, but its services made available only to NAB members, it is a certainty that there will be insufficient funds to allow BAB to expand and do a real job for the industry.

Take BAB out and weaken NAB—leave BAB in and let it die the natural death its enemies so much desire, that's the question. Do you have the answer?

Before blowing a fuse on "fusion," let's cut the NAB-BAB knot. Bob Swezey's BAB committee, of which I am one, would welcome suggestions or comments from your readers.

Allen M. Woodall
President
WDAK Columbus, Ga.
5th District Director, NAB

GAMBLING PROBE

Closed Sessions Planned

PLAN to elicit the views of Attorney General J. Howard McGrath and FBI Director J. Edgar Hoover during its current gambling probe has been abandoned, at least temporarily, by the Senate Crime Investigating Committee, authorities indicated last week.

The special five-man group, headed by Sen. Estes Kefauver (D-Tenn.), author of a resolution (S Res 202) to probe interstate crime and use of communications facilities for gambling purposes, has ended its public hearings for the time being and is preparing to hold closed sessions in several cities on matters relating to bookmaking and use of wire services.

The Kefauver committee last week held hearings during which it heard Virgil Peterson, executive director of the Chicago Crime Commission, and Gov. Luther Youngdahl of Minnesota.

Sentiment for restrictive measures to govern broadcasts of horse race information [BROADCASTING, June 26] appears to have subsided in the wake of new committee plans—at least until such time as hearings resume in Washington.

Spokesmen said last week that the Kefauver group had received no information as yet from FCC relating to broadcasts or telecasts of racing data. The Commission is said to be preparing a study of all stations which are airing such programs [BROADCASTING, May 1].

BBDO Named

AMINO PRODUCTS Div., International Minerals & Chemical Corp., Chicago names BBDO to handle advertising for Accent effective July 5. Radio and TV are being considered. Both have been used.

. . . Ahead in ANALYZING the Korean News, Too!

"TOP-NOTCH"

WLOF staying ahead with U.P. news of Korean war. Top-notch coverage makes possible war bulletins every 30 minutes each day and evening. Making frequent use of valuable analytical material. These services help immeasurably. — *J. Allen Brown, Vice Pres. and Gen. Mgr., WLOF, Orlando, Fla.*

"EXCELLENT"

Special coverage Korean situation, particularly interpretive material by Pope and Marder, excellent.—*Rex Howell, Pres. and Gen. Station Mgr., KGLN and KFXJ, Grand Junction, Colo.*

"INVALUABLE"

KSPR's staff and listeners appreciate complete U.P. coverage of Korean war. Pope and Marder background information invaluable.—*Don Hathaway, Owner and Gen. Mgr., KSPR, Casper, Wyo.*

"GREAT BOON"

Our appreciation of U.P.'s coverage of the current war situation. Subbing "Under the Capitol Dome" and "United Press Commentary" to conform with late developments is most helpful. Such service is a great boon. —*Pat Bishop, News Dir., KFI, Los Angeles, Calif.*

"CONSISTENTLY AHEAD"

Consistently ahead. We've got no suggestions for improvement.—*Charles Ashley, WEEI, Boston, Mass.*

"SOLD THREE NEWS SHOWS"

We have sold three news shows since war broke out, indicating heightened interest. Your commentaries are excellent, as is your entire news report.—*Al Gordon, News Chief, KFWB, Hollywood, Calif.*

"EXTRA-HELPFUL"

A Korean layout for our listeners in terms every listener can understand and appreciate. Pope's and Marder's scripts have been extra-helpful. They balance our spot news shows to answer questions raised.—*Bob Corley, Program Director, WQXI, Atlanta, Ga.*

"ON ITS TOES"

Fast, colorful, accurate reporting on Korea. U.P. has been on its toes since the story broke.—*Dick Oberlin, WHAS, Louisville, Ky.*

"FINE JOB WELL DONE"

KIHO extremely happy with U.P. Korean coverage. Particularly pleased with the commentaries. A fine job well done.—*Ruth Stevens, News Director, KIHO, Sioux Falls, S. D.*

That's what newscasters the country over are telling the United Press.

They know how far ahead U.P. was with news of the outbreak of war in Korea—two hours from Seoul on the start of the invasion, an hour on the United Nations' meeting to take action, three-quarters of an hour on the U.S. decision to help the South Koreans with arms.

But the story of a war calls for more than front-line reports.

It's the how and the where, of course. But it's also the why—both militarily and politically. And newscasters have found the U.P. as far ahead in explaining the news as in reporting it. From Washington, it's been U.P. news analyst George Marder in his "Under the Capitol Dome." Explaining events abroad has been Leroy Pope, in his "United Press Commentary."

Each turn of events has brought a fresh U.P. commentary to make the news understandable to every listener to U.P. news programs.

The outspoken praise U.P.'s performance has won bears out again U.P.'s reputation for "the world's best coverage of the world's biggest news."

U.P.

UNITED PRESS

and now...over a 6-month period...

WCFL Leads in Chicago

in Pulse-Rating Gains

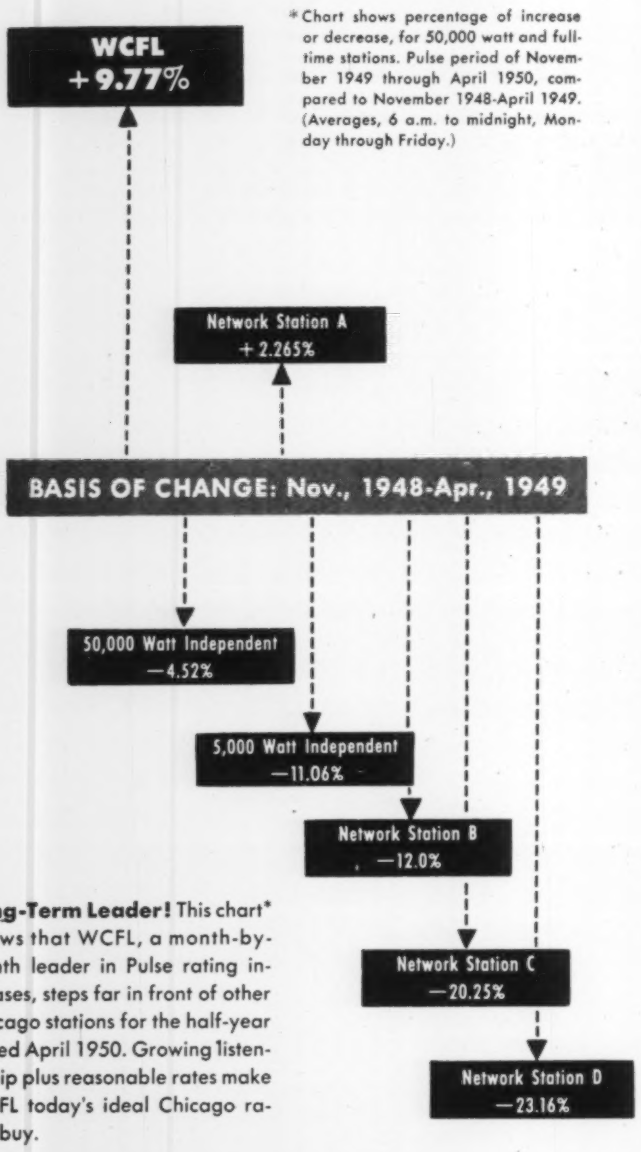


*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-April 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

Long-Term Leader! This chart* shows that WCFL, a month-by-month leader in Pulse rating increases, steps far in front of other Chicago stations for the half-year ended April 1950. Growing listenership plus reasonable rates make WCFL today's ideal Chicago radio buy.

WCFL

An ABC Affiliate

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

Economy of Radio

(Continued from page 17)

ence than it delivered in any year between 1940 and 1947.

"Unlike all other media, radio has not raised its rates to reflect its increased costs of operation. While the whole price level of our economy has been going up—while the advertiser pays more for every service and commodity he uses in his business — while he charges more for his own product—he buys radio at a 1940 rate and gets more for his money than he got in 1940."

Radio broadcasters, said Mr. McConnell, can assure themselves of happy futures if they accomplish the following tasks: (1) create properly priced programs that attract audiences and sell goods; (2) promote the essential worth of radio in sound sales stories to advertisers; (3) extend the productiveness of radio by cooperating with clients in merchandising campaigns.

"With an expanding economy," he said, "with radio retaining its basic values, with opportunities for even greater development of its present resources, I do not think we have to fear for the outlook of sound broadcasting. It is favorable in the extreme, and some of the greatest chapters in its history are yet to be written."

While he did not predict when radio rates would be reduced, he said he was certain such a step would be necessary "to keep the cost of advertising on radio in relation to its value."

Turning to a broader subject, Mr. McConnell said broadcasters were confronted with a formidable problem of keeping Americans informed truly straightforwardly of world events.

Mr. McConnell warned that broadcasters "must make sure that their efforts are not thwarted by sabotage from within."

WJOL CASE

Felman Petitions FCC

A. J. FELMAN, former owner of WJOL Joliet, Ill., in a petition filed with FCC last week charged that Joliet Broadcasting Co., licensee of the station, "has not negotiated in good faith" regarding modification of the contract by which it acquired WJOL from Mr. Felman.

FCC ordered modification of the contract, which reserves 45 minutes daily of station time for Mr. Felman's department store as part of the 1937 sale agreement, when the Commission adopted Sec. 3.109 of its rules banning such agreements. FCC has proposed to renew WJOL's license on condition it modify the Felman contract to comply with the rule. Further extension has been granted to Sept. 1.

Mr. Felman told the Commission he and the present WJOL owners are in complete agreement on all phases of the modification except as to the amount of lump sum payment or periodic payments to be substituted for the reservation (time. He charged WJOL "is a tempting to procure a renewal (license . . . by the device of a attempted repudiation" of th agreement.

The former WJOL owner as serted that under the Communica tions Act he has rights equal any of WJOL, including the "pr tection of the Commission." T allow WJOL unilaterally to repud ate the pact in order to win renew al, he said, "would unreasonab destroy petitioner's rights a would permit Sec. 3.109 to be use as a sword rather than a shield

He contended the lump sum pa ment should be $114,975 or, base on 50% annual discount of th value of the reserved time, $7,6 yearly until 1964.

DURHAM MERGER

WDUK, WTIK To Consolidat

SECOND station merger in Dur ham, N. C.—that of WDUK an WTIK there — was reported i transfer papers filed with FCC las week. The Commission last yea approved merger of WHHT an WSSB there under WSSB faciliti [BROADCASTING, Nov. 21, 1949].

The license of WDUK (1 k day, 500 w night on 1310 kc) i proposed to be assigned to Durha Broadcasting Enterprises Inc., new firm to be owned 50% by th present licensee of WTIK and 50 by Harmon and Virginia Dunca identified with ownership and op eration of WDUK. Present li censee of WTIK (1 kw day on 73 kc) is Durham Broadcasting Co owned 85% by Floyd Fletcher.

Messrs. Fletcher and Duncan a to be co-managers of the merge stations, which will continue unde the WTIK call but will use th WDUK plant and fulltime faciliti WDUK's ABC affiliation will b retained and WTIK's Tobacco Net work affiliation will be transferre to the new operation.

According to the merger pla the Duncans and Durham Broad casting Co. each will put $15,0 into the new Durham Broadcastin Enterprises, which will pay WDU Inc. $28,000 for the WDUK pro erties. The Duncans, about 27.5 owners of WDUK Inc., propose buy the remaining interests eight other stockholders for $21 720 prior to the merger. The stockholders include: S. H. Campbell Jr., president, 16%; W. H. La caster Sr., 12%; W. H. Lancaste Jr., 5%; W. W. Couch Jr., 4%; C. Jones Jr., 19%; T. S. Dooley less than 1%; Barbara Lancaste 5%; and American National Ban of Chattanooga as trustee, 12%.

Upon merger of the stations is proposed to surrender the WTI license for daytime operation 730 kc. Disposition of the WTI equipment still is under considera tion. Transfer applications for th merger were filed with FCC b Frank U. Fletcher of Washingto

1

No need to shout. The figures speak for themselves.

The Broadcast Measurement Bureau has just released the *final* circulation figures of Study No. 2 and NBC continues in first place with the *largest* audience in all radio—reaching more people than any other single advertising medium. (90% of agency timebuyers use BMB as their basic source of information in comparing network circulation according to a recent independent research spot check.)

Network radio is bigger than ever—as big as America—and the BMB results show that each week, *day or night*, more than 7 out of 10 families listen to NBC. These findings give NBC a *weekly* audience advantage of over 1½ million homes during the day and more than 2½ million at night over the second network. And the greater the intensity of listening, the greater is NBC's relative superiority over the next network.

NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America

RICHARDS' DONATIONS *Cited at Hearing*

EVIDENCE showing extensive donations of time and funds to Jewish welfare and religious organizations was introduced last week at the FCC's Los Angeles hearing on charges that G. A. (Dick) Richards stations had ordered staff members to slant news.

Hugh Fulton and Joseph W. Burns, counsel for Mr. Richards, clashed frequently with FCC counsel and Examiner James D. Cunningham, presiding, over admissibility of evidence.

Robert O. Reynolds, general manager of KMPC Los Angeles, was on the stand most of the time during the week's sessions.

Ford Replaces Cottone

With Benedict P. Cottone, FCC general counsel who conducted the first 13 days of the hearing, having returned to Washington for an indefinite period, Frederick W. Ford, FCC counsel, took over the government's case last Wednesday. Mr. Ford had conducted the first hearing when the late Judge J. Fred Johnson Jr. presided as examiner.

At the Thursday hearing Mr. Reynolds detailed contributions made by KMPC to charities among which were a number of Jewish organizations. He also identified checks made out by WJR Detroit, a Richards station, to Jewish charities.

Mr. Reynolds said KMPC never discriminated against Jewish artists or employes. A personnel list as of April 1948 showed six Jewish musicians among 68 persons on the payroll. Of the employes, 34 were Republicans, 32 Democrats and two nonpartisan.

On receiving the list, Examiner Cunningham said: "I want to make it clear that neither the Commission nor I care about the religious or political affiliation of any employe of any radio station. I presume that this exhibit is being offered solely in connection with the charge of discrimination against Jews."

Counsel clashed over a letter from Rabbi Abba Hillel Silver, of Cleveland, to FCC Chairman Wayne Coy. Mr. Burns attempted to have the letter admitted but was overruled on the ground that a different letter had since been sent to Chairman Coy. The early letter lauded cooperation given Jewish causes by WGAR Cleveland, third Richards outlet.

Mr. Richards' counsel started cross-examining Mr. Reynolds Wednesday after he had been on the stand 13 days as the FCC's first witness. Actually the cross-examination was in the nature of direct questioning.

Mr. Reynolds said Mr. Richards, as a sports fan, was a "great admirer" of such figures as Sid Luckman, Hank Greenberg, Benny Friedman, Kenny Washington and Joe Louis, Jewish and Negro athletes. FCC counsel objected to introduction of a photograph of Messrs. Richards and Luckman on the ground that it was irrelevant.

"It is just the first part of a voluminous amount of evidence we will introduce to prove that Mr. Richards abhorred prejudice against any racial, religious or other minority group," Mr. Burns said.

In argument over admissibility of documentary evidence a colloquy developed over a letter from Mr. Richards expressing a desire to engage Upton Close as a commentator. Mr. Fulton observed to Examiner Cunningham, "If you admit this, it amounts to a ruling that, if a man belongs to the Republican party, he is not a fit person to operate a radio station." The letter was admitted.

Voluminous Evidence Compiled

Mr. Burns said voluminous evidence has been compiled to counteract charges and inferences by FCC counsel regarding Mr. Richards' purported prejudices.

Mr. Richards' counsel introduced a three-volume digest of KMPC activities, with over 1,000 pages based on 10,000 man-hours preparation. It provides exhaustive analyses and breakdowns of the station's program logs and other data.

Wednesday afternoon testimony brought out a series of letters from United Jewish Welfare Appeal, Blood for Israel, Bureau of Jewish Education and other organizations thanking KMPC for public service time.

Dr. James Milton Robb, of Detroit, described as a friend of 30 years and a civic leader, appeared as a character witness on behalf of Mr. Richards, testifying as to his moral and financial standing in Los Angeles and Detroit. He praised Mr. Richards' patriotism and civic consciousness, and lauded his generosity in donating time for public appeals.

Dr. Roy E. Thomas had spent 90 minutes on the stand June 30 giving technical testimony in support of his previous statements that Mr. Richards' life would be endangered should he be forced to appear for questioning at the hearing.

He said his patient is a victim of coronary occlusion and angina pectoris. He also presented an X-ray which, he testified, showed a "definite enlargement" of Mr. Richards' heart.

The name of Lewis Allen Weiss was brought into the hearing through a letter he purportedly wrote to Mr. Richards on Sept. 5, 1947, when board chairman of MBS. The letter was among the voluminous correspondence gathered by FCC from the Richards stations. It read: "Unlike yourself, I am compelled to distinguish between my personal politics ideas and the operation of the radio stations and networks for which I have an official responsibility."

An undated letter from Mr. Richards to Leo Fitzpatrick, then vice president and general manager of WJR, presumably written shortly after the death of President Roosevelt, read in part:

"Fitz, I wish you and John would give instructions not to mention the rest of the Roosevelts over the air any more except in the case of more deaths and then only a short paragraph. We are putting this into effect today at KMPC. If I never hear the name again, it will be soon enough."

Robert Croft

FUNERAL services were to have been conducted Friday afternoon for Robert Croft, 33, account executive at the Walter L. Rubens Agency, Chicago, who died last Tuesday. Mr. Croft, who was ill three months, worked on all accounts at Rubens during the past three years. Before that he was a local salesman at WBBM Chicago where he started as a page boy. Surviving is his widow, Audrey.

THE FRIENDLY VOICE OF BUFFALO!

WBNY has the lowest cost-per-thousand in Buffalo...

WBNY

Owned & Operated by
Roy L. Albertson
BUFFALO
NATIONAL REP: ADAM J. YOUNG, INC.

WMFG
HIBBING
WHLB
VIRGINIA
WEBC
DULUTH
WJM
RICE LA
WEAU
EAU CLAIRE
WIS
MADIS
Hitch your wagon to the
BRIGHTEST
STARS IN THE
NORTHERN SKIES
and watch sales soar!
The ARROWHEAD
NETWORK
(serving Minnesota & Wisconsin)

Represented nationally by RA-TEL Reps., Inc.—Regionally by BULMER-JOHNSON, Inc.,

WGN reaches more homes one or more times a week than any other Chicago Station*

	DAY	NIGHT
WGN	**2,850,220**	**3,091,940**
Station B	2,590,120	2,789,190
Station C	2,443,470	2,540,440
Station D	2,404,840	2,691,441

*1949 BMB

A Clear Channel Station . . .
Serving the Middle West

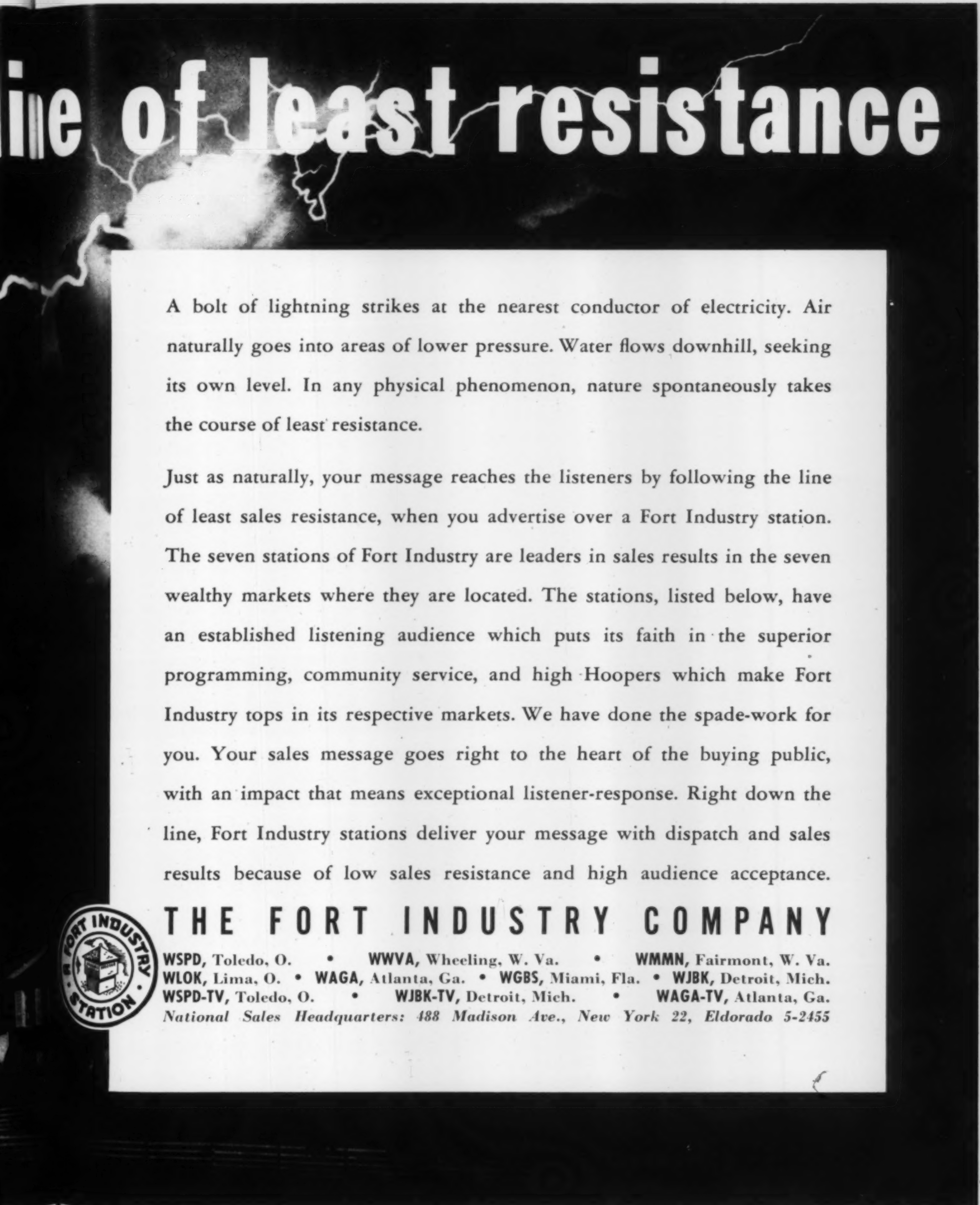
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

nature follows the li



ie of least resistance

A bolt of lightning strikes at the nearest conductor of electricity. Air naturally goes into areas of lower pressure. Water flows downhill, seeking its own level. In any physical phenomenon, nature spontaneously takes the course of least resistance.

Just as naturally, your message reaches the listeners by following the line of least sales resistance, when you advertise over a Fort Industry station. The seven stations of Fort Industry are leaders in sales results in the seven wealthy markets where they are located. The stations, listed below, have an established listening audience which puts its faith in the superior programming, community service, and high Hoopers which make Fort Industry tops in its respective markets. We have done the spade-work for you. Your sales message goes right to the heart of the buying public, with an impact that means exceptional listener-response. Right down the line, Fort Industry stations deliver your message with dispatch and sales results because of low sales resistance and high audience acceptance.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va.
WLOK, Lima, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455

XUM

editorial

Radio-TV and M-Day

FOR THE second time within a decade the spectre of total war enshrouds us. The Korean conflict, whether it evolves into full-fledged war, or simply a localized test of strength, nevertheless will change the existing order.

Radio, as demonstrated by World War II, is in the front line. It may be a different kind of war, entailing different methods, but radio's role is pre-charted.

That which already has transpired is sufficient to give the green light for defense spending. That means full-tilt building of a war machine. The blue prints are there. Congress will loosen its purse strings.

It is inevitable that strategic materials will become scarce. Rationing talk is deplored, but cannot be ignored. Radio and TV are users of many of these strategic commodities.

Thus, it is not beyond possibility that:

(1) The freeze on TV, now dictated by purely allocation and interference equations, will be clamped on tighter than ever by Government edict because of material shortages.

(2) All radio (AM, FM and TV) production—receiver as well as transmitter—will be halted.

(3) Skilled manpower requirements will bring about a labor shortage, notably in the technical pursuits.

(4) Voluntary censorship will be reinstated, and radio and TV operations will be off-limits for the public, with man-in-the-street and other unrehearsed audience participations out.

We do not say these dire things *will* happen. We do say that any and all of them *can* happen. A single overt act, which could touch off total war, would bring the whole gamut of them, and possibly others stemming from the kind of warfare that could be waged.

Accent will be on civilian defense. A home force of 10 million may be recruited under Stuart Symington's National Security Resources Board. Radio and TV will have leading roles on the home front.

World War II lies green on the memories of all except the great unshaven who took to the radio-TV arts after V-J day. Radio emerged from that grim conflict without a single untoward incident.

Before the Pearl Harbor attack, there were less than 900 licensed AM, FM and TV stations. At the time of the Korean invasion, there were 2,938 licensed stations on the air. The problem of voluntary controls, therefore, would be enhanced threefold.

At the outset of World War II there was strong sentiment within the military to commandeer all radio under military auspices. Saner heads prevailed.

Because of radio's exemplary service as the fourth arm in World War II, the radio-TV blueprints for M-day do not envisage military controls. Under the Communications Act, the President, in a national emergency, can take over all communications.

Radio, and its partner, TV, must be on the *qui vive*. They must exercise extreme vigilance, wisdom and caution. They must watch particularly the Red menace—infiltration of their fields by sympathizers or cardholders.

War may not come. We hope and pray it does not. But our every radio thought must be on a war-footing.

Life's HCL

LIFE has whipped up a little party of its own. It has announced a 4% rate increase effective in April 1951. A year ago, it startled the advertising world by announcing a 3% cut.

This increase is not based on circulation, which will continue at a 5,200,000 guarantee. It is based on increased operating overhead.

This presents an interesting picture. It introduces an entirely new method of establishing rates. It is not cost per impression, but a reasonable operating return.

It should be remembered that *Life*, for two years in a row, had gross advertising billings larger than those of any single entity. In 1949 it boasted $12 million more than NBC. Keep in mind that *Life*, a 100-page book published weekly, grossed more than any of the nationwide networks delivering 18 hours of programming, seven days a week to most of the 42 million radio homes.

We posed the question earlier this year, when the figures became available, why any nationwide network should be led by anyone at all in gross revenue. Our conclusion was, not that *Life* is necessarily over-priced, but that radio is sold at bargain-basement rates.

Life's 4% increase is further proof of this. It torpedoes the argument that radio's rates should be readjusted downward because of the emergence of TV. Statistics show radio receiver sales up. That means increased *circulation*. Trigger-happy broadcasters who cut rates probably are putting away their cap-pistols.

What applies to the national magazines affects equally the daily newspapers. Newspapers have been consolidating or folding because of operating overheads that exceeded revenues. It is a condition to be deplored, and over which none in radio will gloat.

By any comparison, radio has delivered more for the advertising dollar than any other medium. Introduction of the "overhead" ingredient in magazine and newspaper rate-making *underscores* and amplifies radio's story.

The story is irrefutable: Radio is the world's best advertising buy.

Lighting the Fusion Fuse

WHEN WE projected the idea for an overall organization to direct the policy destinies of the radio-TV arts in all their ramifications a fortnight ago, we had no notion that we were offering a new thought. At least a half dozen important personages during years past have projected variations of the same plan. The time wasn't propitious, and may not be now.

The temper and tone of most of the responses to our proposal are thought-provoking and even encouraging. There were suggestions, for example, that periodic conferences of broadcasters, telecasters, manufacturers and other representatives of the radio-TV arts, be held. Another thought was that, rather than a "Congress," there be a "Radio & Television Council."

There were those who felt the plan premature and unworkable. On the other hand, it was pointed out that years ago the newspapers, magazines, agricultural papers, advertisers and agencies got together to create the Audit Bureau of Circulations. A more recent example cited was the unification of the Armed Forces combining the traditionally rivaling Army, Navy and Air Forces in one department, with the resources of all available for the attack.

The fusion plan is revolutionary. Otherwise, it might not evoke a murmur of interest.

We know of no one yet prepared to hit the radio-TV hustings on it as yet. But we feel that day will come.

our respects to:

RICHARD CLARENCE FRANCIS

ROUNDING out a quarter century of service, Richard Clarence Francis, vice president and manager of Pacific Coast operation of Campbell-Ewald Co., was among those honored by that firm when executives gathered around the banquet table in Detroit recently (May 26).

But since those days when he first joined the agency on July 9, 1925, his experience has covered a variety of assignments and for practically every type of account, fitting him well for the post he holds today.

No pompous executive is Mr. Francis. Should you walk into his Los Angeles office you are apt to find him handling most any kind of agency chore, from black-and-white layout to radio and TV commercial copy.

Mr. Francis aims to keep the agency client happy and succeeds in doing so. A bearcat for work, he meets every issue squarely and

(Continued on page 44)

Static & Snow

By AWFREY QUINCY

A Boston banker tells a Minneapolis convention that television will reduce eating out. At home, television reduces chewing the fat.

* * * * *

Suggested sign for television remote booths: "If YOU are contemplating suicide, please do not discuss the matter with announcers and producers. At AAB-TV, the customer is always right. Too many might join you. We got a show to do."

* * * * *

The lead editorial in the June 26 BROADCASTING dealt ably with a vital issue but managed to end on a waggish note, "fusion or confusion." As a follow-up we offer

merge or submerge
combine or combust
integrate or inter.

* * * * *

Once Homer smote his blooming lyre
Once pipes of Pan shrilled out their toot
Once Nero fiddled at Rome's fire
Once Cleopatra plucked her lute.
The drummers and the trumpeters
The harpists and the fifers too
Once stirred the soul or charmed the heart
To charge a foe or pitch some woo.
But tonal deeds down through the years
Add up to nothing but a fluke
Until you've cupped and bent both ears
As Arthur Godfrey strums his uke.

XUM

WE RATE! WGAR leads in more rated periods than *all* other Cleveland stations *combined!* WGAR ratings are greater than the next closest station in 58 of 68 day quarter-hours, and greater in 54 of 75 night half-hours. WGAR has just won the annual Cleveland Press Local Radio Poll for the fourth consecutive year, winning 12 first place votes in 14 categories. IMPRESSIVE!

SHELL
Presents
Charles Day
6:00 P.M.
SHELL
WGAR

ACTIVATED! Shell Premium Gas and WGAR promotion! WGAR gets new listeners to Shell's daily newscasts through attractive full-color swivel-board posters in Shell stations. It's another promotional activity by WGAR . . . promotion with drive!

in Northern Ohio.. WGAR

the SPOT for SPOT RADIO

Above: Mr. G. G. McKenzie, District Manager for Shell Oil, and a member of Cleveland Petroleum Club and City Club. *Below:* Mr. Sandy A. Flint, Division Manager of Shell Oil Company, Cleveland, and member of Cleveland Petroleum Club, Chamber of Commerce and Mid-Day Club. Shell Oil is a WGAR sponsor.

SUNDAY PUNCH . . . with smiles. For the first time in 15 years, WGAR has changed its Sunday morning programming and has time available for sponsorship. The Bob Smiley Show is featured in this new line-up. For added sales impact at low cost, consider this bright program of Sunday morning pop music. Ask about it.

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR . . . Cleveland . . . 50,000 watts . . . CBS • Represented Nationally by Edward Petry & Company

front office

WALTER HAASE, station manager WDRC Hartford, Conn., elected chairman New England Major Markets Group, comprised of WDRC Hartford, WTAG Worcester, WLAW Lawrence, WGUY Bangor, WGAN Portland, Me., and WPRO Providence, R. I.

PAUL E. FITZPATRICK, president and director WEBR Buffalo, resigns because of duties as state Democratic Chairman. No successor announced.

BILL GOODWIN, WXGI Richmond, Va., to sales staff WMAR-TV Baltimore, on bank, department store and brewery accounts.

HERBERT T. ANDERSON, vice president and general manager WTSP St. Petersburg, Fla., to WCLE Clearwater, Fla., as station manager.

ROBERT W. RESNICK, Shaw-Shon Adv., N. Y., and **NICHOLAS RABIECKI Jr.** to sales staff WAVZ New Haven, Conn.

HENRY S. WHITE, associate director CBS-TV programs, appointed business manager network programs CBS and CBS-TV, newly created post.

BILL HAMILTON, new to radio, joins sales staff CKCK Regina. Previously with Saskatchewan provincial government.

HOWARD C. (Bud) EVANS, local sales manager KPRC Houston, to commercial manager KXYZ same city. Was with WWOK Flint, Mich., and WLWT (TV) Cincinnati as sales executive.

Mr. Evans

EDWARD PETRY & Co. appointed national representative KPHO Phoenix, Ariz.

MERRILL INCH, general manager KWRN Reno, Nev., also appointed general manager Reno *Evening Gazette* and *Nevada State Journal*, owned by Reno Newspapers Inc., licensee of KWRN. **LARRY SHIELDS**, sales manager, becomes KWRN active manager.

WILLIAM J. WILLIAMSON, account executive Ralph H. Jones Co., Cincinnati, to WLWD (TV) Dayton as sales manager.

INDEPENDENT METROPOLITAN SALES appointed to represent WCLE Clearwater, Fla.

S. L. ADLER, salesman WCPO-TV Cincinnati, to sales staff WLWT (TV) there.

BOB LESLIE elected president Montreal and Toronto representative firms merged under name **National Broadcast Sales**, Toronto.

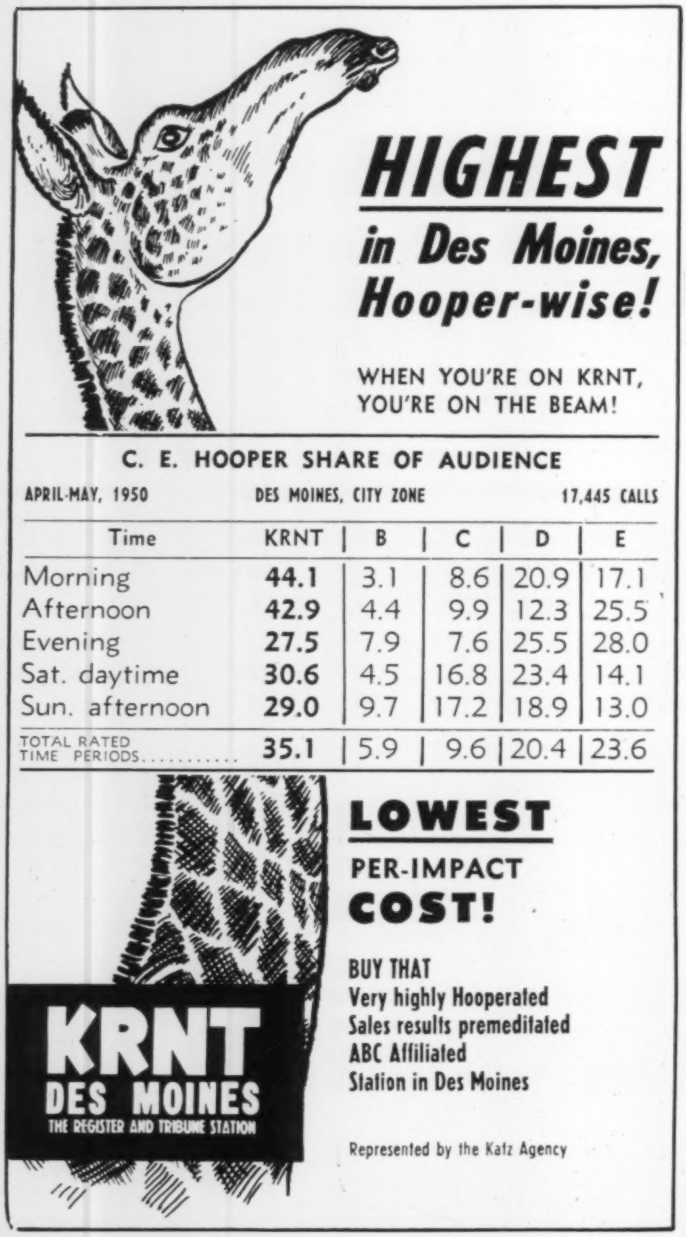
BILL McKEMIE, Dallas manager Ross Federal Research Corp., and **BOB FERRIER**, Southern Methodist U. graduate, to WFAA Dallas sales staff. Mr. McKemie, formerly with WFAA in talent work, will handle AM accounts. Mr. Ferrier starts as assistant to **ALEX C. KEESE**, regional sales manager, will later concentrate on WFAA-TV sales.

MORTON A. BARRETT, buyer, CBS-TV purchasing department, to service manager WCBS-TV New York.

Personals . . .

HECHT S. LACKEY, president WSON Henderson, Ky., appointed to Kentucky Crippled Children's Commission. . . . **PAUL W. MORENCY**, general manager WTIC Hartford, Conn., re-elected president Hartford Chamber of Commerce. . . . **HOWARD M. BOOTH**, director WTAG-AM-FM Worcester, Mass., elected vice president Worcester Five Cent Savings Bank.

L. A. BLUST Jr., general sales manager KTUL Tulsa, Okla., elected president Tulsa Sales Executives Club. . . . **EDGAR PARSONS**, assistant manager WOL Washington, made member Washington Forge of American Public Relations Assn. . . . **EUGENE P. WEIL**, supervisor stations' sales for WGY-WRGB (TV) Schenectady, N. Y., elected to N. Y. state board of control, Exchange Clubs. . . . **GUY HERBERT**, general manager All-Canada Radio Facilities Ltd., Toronto, is on tour western Europe to sell time on Canadian stations.



HIGHEST
in Des Moines, Hooper-wise!

WHEN YOU'RE ON KRNT, YOU'RE ON THE BEAM!

C. E. HOOPER SHARE OF AUDIENCE

APRIL-MAY, 1950 DES MOINES, CITY ZONE 17,445 CALLS

Time	KRNT	B	C	D	E
Morning	**44.1**	3.1	8.6	20.9	17.1
Afternoon	**42.9**	4.4	9.9	12.3	25.5
Evening	**27.5**	7.9	7.6	25.5	28.0
Sat. daytime	**30.6**	4.5	16.8	23.4	14.1
Sun. afternoon	**29.0**	9.7	17.2	18.9	13.0
TOTAL RATED TIME PERIODS...........	**35.1**	5.9	9.6	20.4	23.6

LOWEST
PER-IMPACT
COST!

BUY THAT
Very highly Hooperated
Sales results premeditated
ABC Affiliated
Station in Des Moines

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

Represented by the Katz Agency

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

What an audience!
What SALES!
Touchdown Tips
with Sam Hayes

TOUCHDOWN TIPS has been sold by more than 800 local stations during 8 thrill-packed seasons.

Again in 1950 . . . millions of football fans will tune in Sam Hayes' TOUCHDOWN TIPS for up-to-the-minute, factual gridiron information . . . just as they have for the past 8 years!

What is TOUCHDOWN TIPS? An action-packed, weekly quarter-hour of football dope, stories, *predictions* by ace sportscaster Sam Hayes.

How good are the show's PREDICTIONS? Uncanny! Record of accuracy over the years: picking trends, 93% . . . predicting winners, 82% . . . forecasting scores within one touchdown, 63%! Predictions are based on the All-American Gridiron Index, an amazing, precise system of analysis.

How wide is TOUCHDOWN TIPS coverage? 30 to 40 major college and pro games weekly. Sam Hayes records the show in Hollywood every Saturday. Recordings are rushed to station subscribers for broadcast before the following week's games.

Any "special" angles? You bet! A live tag: predictions for up to 6 schools in your area. Salute to a "Team of the Week" on every program. Two big bonus programs. One complete emergency program. An effective merchandising and promotion kit!

Yes! TOUCHDOWN TIPS is another big RCA Syndicated Program . . . designed to win and hold sponsors and listeners alike.

SAM HAYES
has attained one of the highest ratings of any news commentator on the West Coast! **TOUCHDOWN TIPS** kicks off Sept. 15! So hurry! Wire, phone, or write for audition today!

An RCA Syndicated Program

RCA recorded program services

Radio Corp. of America RCA Victor Division • 120 East 23 St., New York 10, N. Y. • Chicago • Hollywood

Picayune
How to have a house full of interesting people every day...
...keep tuned to
W Wonderful
W Wonderful
L Listening
870
WWL

WWL Sells for Its Advertisers in Many Media

WWL
JACK BENNY
6PM SUNDAYS
Biggest Show in Town!
WWL

Continuous, as usual, are WWL's campaigns of 24-sheet posters, streetcar and bus dash signs, store displays, posters, stack signs and personal-assistance calls on the trade. WWL gives more of everything... to the listener... to the advertiser.

South's Greatest Salesman Uses New Ideas In Program-Promotion

WWL's current newspaper campaign is far and away the biggest, most comprehensive listener campaign New Orleans has ever seen. A series of full pages in color—plus 2-column newspaper ads every day—all as packed with appeal as WWL is packed with CBS stars and local attractions.

WWL Leads in Hoopers ...Morning...Noon ...and Night

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience exceeds that of the next two stations combined.

Whatever you have to sell, hire

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS **CLEAR CHANNEL**

CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

air-casters

ANN EVANS, promotion director, WPAY Portsmouth, Ohio, to WBNS and WELD (FM) Columbus, Ohio, as program promotion director.

GLENN B. WEBBER to announcing staff at KWK St. Louis from WJPS Evansville, Ind. He was announcer and news editor there.

GEORGE WELLS, announcer WKAN and WKIL (FM) Kankakee, Ill., substituting for **BILL BAILEY**, vacationing announcer on *National Barn Dance*, WLS Chicago.

ROBERT SEGLEAU, CBS free lance writer, to WDSU New Orleans, as continuity writer. **JACK (Clark) ALEXANDER**, CBS and Air Features, to WDSU as staff announcer.

JOE McKINNEY, announcer KWBC Ft. Worth and KWHW Altus, Okla., to KCUL Ft. Worth, Tex., as staff announcer. **BILL WELLS**, musician with Liberty Network, to KCUL on *Bill Wells Show*. **JAMES PETTY**, Negro disc jockey and vocalist, to KCUL's daily *Swing Street*.

RAY MATTINGLY, promotion director WTHI Terre Haute, Ind., to WBBM Chicago sales promotion staff.

DICK THOMAS, disc jockey WCBA Corning, WLEA Hornell and WGVA Geneva, all N. Y., to WOND Pleasantville, N. J., as announcer-disc jockey.

CLAUDE TAYLOR and **BOB KOOLAGE**, WJHP Jacksonville, Fla., to WCAV Norfolk, Va.

JOHN COLE to ABC Chicago continuity staff.

WILLIAM McNEILL, new to radio, to CBI Sydney, as announcer-operator.

ROBERT E. BEST, director WASH (FM) Washington, named traffic director Continental FM Network.

DICK RYALL named announcer WCSS Amsterdam, N. Y.

GEORGE LAWLOR and **JACK WILKIE** to CHAB Moose Jaw as announcers.

JOHNNY KARR, morning man WIDE Biddeford, Me., to WCRB Waltham, Mass.

JIM HARPING, m.c. *Requestfully Yours* and *Spinning Wheel*, WPFB Middletown, Ohio, appointed chief announcer. **JACK KISTLER**, continuity director for WPFB, named program director.

CHARLES KEATON, WOL Washingstaff organist and musical director, starts new series, *Doubling in Ivory*, 12:15-12:30 p.m., daily.

CAROLE WISCHMEIER named to head traffic department WCPO Cincinnati. **BETTY GEISLER**, chief music librarian WCKY same city, to similar post at WCPO.

TOMMY (Butterball) PAIGE, WSM Nashville, *Grand Ole Opry* star, to *Butterball Barn Dance*, daily, 7:30-8 p.m., WBAL Baltimore.

RICHARD ALTON NOVAK, winner 24-week disc jockey contest on KXL Portland, Ore., to KXL as fulltime announcer and disc jockey.

RICHARD P. PETTY, announcer WLBR Lebanon, Pa., and WFRO Fremont, Ohio, to WAVZ New Haven, Conn., as announcer.

OTTO BREMERS to NBC Chicago advertising and promotion staff from Ruthrauff & Ryan, where he was radio writer.

HAROLD A. SAFFORD, program director WLS Chicago, appointed to programs committee for Illinois Farm Sports Festival at U. of Illinois Aug. 24 and 25.

JACK WALKLIN and **LESTER LUTHER** to production crew of KTLA (TV) Hollywood *Fantastick Studios, Ink* program, as dance director and vocal coach respectively.

DON SYCHOWSKI to NBC Chicago transcriptions from guide staff.

RILEY HILL, motion picture actor, named lead in ABC-TV *Marshal of Gunsight Pass*, replacing **SMITH BALLEW** withdrawing from role because of other commitments.

LARRY BERNS, CBS Hollywood producer-director has returned to work following recuperation from injuries suffered in recent automobile accident.

BOB COVINGTON, promotion manager WBT-AM-FM Charlotte, N. C., elected president Charlotte Adv. Club.

BILL QUINN, WBTV (TV) Charlotte, N. C., production staff, and Emma Reese have announced their marriage.

MORT DANK, program manager KEYL (TV) San Antonio, made honorary special deputy sheriff of Bexar County, Tex.

JUNE HELMSTADTER, continuity director WING Dayton, Ohio, elected secretary of Dayton Adv. Club. **Mrs. RUTH R. KROUSE**, merchandising consultant at WING, elected to board of directors of DAC.

CODY PFANSTIEHL, director press information and promotion WTOP Washington, appointed chairman publicity committee Adv. Club of Washington.

ZACK BETTIS, continuity writer WFAA Dallas, father of boy.

News . . .

CONNIE MONAHAN joins WIDE Biddeford, Me., as sports editor replacing **MERRILL SMITH**, resigned.

JOHN SCHMIDT, production assistant, to news staff WMAR-TV Baltimore.

LOWELL THOMAS, CBS commentator, voted "favorite national newscaster" in poll of 34th Annual Convention of Canadian and United States Delta Gamma Women's Fraternity at Banff, Canada.

BOB SHEPPARD, graduate Pasadena Institute of Radio, Pasadena, to KOLO Reno to handle news and sports.

JEAN PAUL KING, freelance newsman and announcer, starts 7:30 a.m. daily newscast over KALL Salt Lake City, and 27-station Intermountain Network.

RALPH WIDMAN, sports and special events director WFAA Dallas, father of boy.

John S. Fredericks

FUNERAL services for John Stevens Fredericks, 38, part owner of 6000 Sunset Radio & Television Center Bldg., and onetime co-owner and manager of 6000 Sunset Recording Studios, Hollywood, were held last Wednesday in Church of the Recessional at Forest Lawn Memorial Park, Glendale, Calif. Mr. Fredericks died June 30 in St. John's Hospital, Santa Monica, Calif, from a brain tumor following an operation three weeks prior. Before becoming associated with the recording studio, Mr. Fredericks was chief engineer of KFVD Los Angeles. Besides his widow, Mrs. Mable G. Fredericks, surviving is a half-sister, Mrs. Julie McCluskey.

SHOWS THAT SELL AND STAY SOLD

Decker "Idea" Productions

MEN OF MERIT

Here it is! The perfect public and employee-relations show—built to do a job for your largest client—priced to sell to the small client. A door opener to industry, utilities, chain stores, banks, transportation and sales organizations. A new idea in institutional advertising. Five minutes.

MERCURY MAGIC

Five minutes of easy listening — packed with contests, humor, human interest, prizes. Sponsor product tie-in. A one-man show, easy to produce, easy to sell to all types of retail stores, distributors, product manufacturers.

Written for 5 minutes

Adaptable to 15 minutes

RADIO OR TV

THE THREE STORY TELLERS

The children's show you've been looking for—filled with adventure, laughs, and suspense—transcribed by superb cast. Thirty minutes—once a week.

Write for details

Experienced
Not Experimenting

Vee-Dee Inc.

718 McKinley Ave. N. W.
Canton 3, Ohio

FROM NOW ON, WWJ-TV's *advertisers can take audience for granted. With the number of sets now well beyond the quarter-million mark, television in the booming Detroit market has emerged completely from the experimental stage and reached the age of full productivity.*

Stabilized!

WWJ-TV supports its belief in the stability of television in Detroit with its new rate card (#8) which is ***guaranteed to advertisers for one full year!***

FIRST IN MICHIGAN *Owned and Operated by* THE DETROIT NEWS

WWJ -TV-

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

NBC Television Network

first

IN THE WASHINGTON MARKET

7 A.M. NEWS
with
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over five years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard "over-the-counter" retail sales.

* American Research Bureau.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

A PROGRAM which its originators boast is *all* advertising is making good in the Pacific Northwest—good business.

The show is *Swap 'n Shop*, heard nightly since Nov. 7, 1949, on KIRO Seattle, and recently launched on a morning schedule as well. Practically everything from a juke box to a Hudson Terraplane, from an apartment to a 250-acre ranch, has been bought or sold via this want-ad-column-of-the-air.

A man was wanted to play Santa Claus—he was found through one announcement. A man wanted a job as night watchman — he was hired two minutes after the ad went on the air. Two men offered to thaw cold water pipes—they received 50 calls as a result of two announcements.

Mr. Haas

Designed as a vehicle for what the station tabs "listener ads," the program has been so successful that established retailers and service organizations in the area are beginning to use it. So many ads have come in, solicited only on the program itself and in promotion spots during the day, that the original 10-minute program is now billed "10:15 p.m. to conclusion" (at least 30 minutes Monday through Saturday), and the overflow is being accommodated in the 8 a.m. slot Monday through Friday every week.

The idea originated with Saul Haas, president of KIRO, but virtually the entire staff has had a hand in developing the show. With rates set at $2 for a 50-word announcement and $3 for 75 words, the merchandising vehicle is open to all comers, subject only to the limitations imposed by law and good taste. At least half the ads, for some reason, offer or seek real estate, and in most cases the property is offered for sale by the owner himself. Only the "lonely hearts" appeal is taboo.

The items offered are read by alternating voices, with a bell marking the end of each item. In every case, the address or phone number is repeated, and several times during the program there is a quick summary, with a one-phrase description of the item, followed by another repetition of the address.

The program is staff-written on the basis of descriptions written or phoned in by the advertisers, but the announcers are encouraged to ad lib as the spirit moves them. The result is a lively, informal show, while accuracy is safeguarded by the factual descriptions typed on cards.

The "bargain hunters' rendezvous" has required the development of new writing and voicing techniques, according to Warren McCoy, KIRO continuity chief. He believes that radio gives a want ad something special, because the voice can make an item come alive and seem truly desirable.

strictly business

Mr. RINGGOLD

HENRY E. RINGGOLD, vice president and director of eastern sales for the Edward Petry Co., maintains that his greatest sales effort involved not the selling of a product but of an idea. The idea was the use by national advertisers of the new medium—radio—in the new way—spot.

The Petry Co. was the first exclusive station representative firm in the industry, and Mr. Ringgold was one of the first salesmen for the Petry Co., joining the company 11 months after it opened its doors on Jan. 1, 1933.

Prior to the emergence of the radio station representative, spot radio was plagued by a chaotic brokerage system in which firms and single individuals, frequently with multiple standards, would negotiate deals between agency and station at whatever rates the muddled traffic would bear.

For 18 years Mr. Petry's company has been selling the princi-

(Continued on page 46)

In Providence*
too, it's the BIG
Independent

MON. — FRI. 8 a.m. — 12 n.
WHIM
is SECOND
leading 3 out of 4 Networks

SATURDAY 8 a.m. - 6 p.m.
WHIM
is SECOND
leading 3 out of 4 Networks

MON. — FRI. 12 n. — 6 p.m.
WHIM
is FIRST
leading all 4 networks

* Dec. '49—April '50—Hooper

Call:

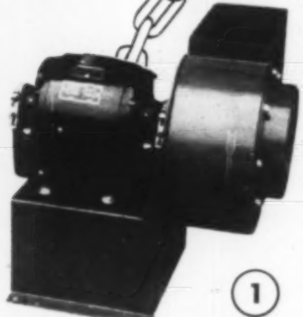
Adam J. Young, Jr., Inc. or Kettell-Cart
(Boston) or Bob Engles, Gen'l Mgr.
UN 1-4211

"One of the Nation's leading Independents"

WHIM
1110 on the dial
in Providence, R.I.

GATES

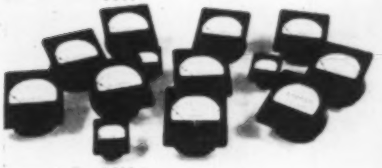
CHAIN REACTION IN QUALITY



①

Building better equipment through a chain of high quality over-size components is the reason why more broadcasters buy Gates. In the Gates BC-1F air-conditioned transmitter, look at this chain of quality: (1) huge blower changes cabinet air four times each minute; (2) thirteen meters; (3) and (5) fully cased transformers with lots of iron and copper; (4) tubes time proven for long life, and (6) triple relay protection. Gates is modern equipment—the standard of comparison—quality and price-wise. Buy Gates and you buy 1950 designs plus 1950 quality and it costs no more.

THE GATES RADIO COMPANY,
Quincy, Illinois, U.S.A.



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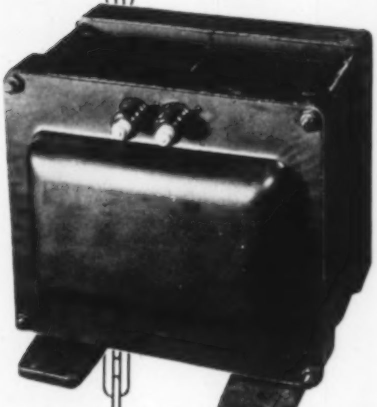

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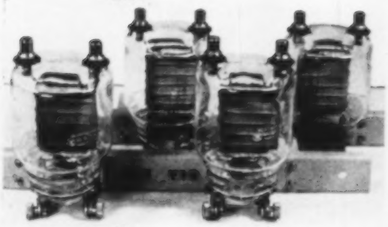

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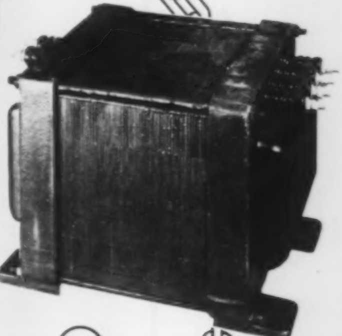

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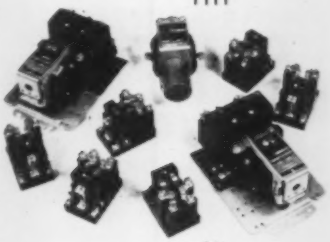

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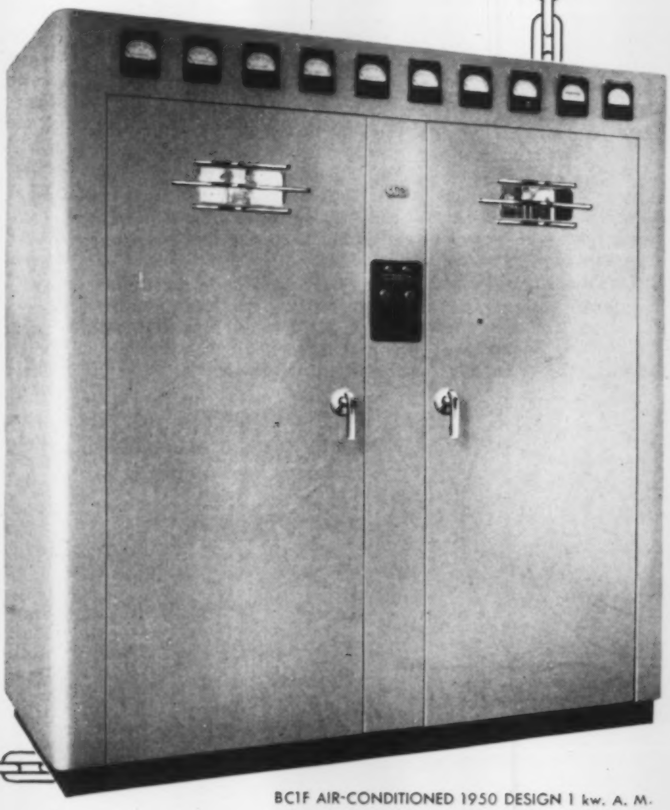


BC1F AIR-CONDITIONED 1950 DESIGN 1 kw. A. M.

Respects

(Continued from page 34)

tackles the job on hand. His alertness and creative ability is never better than when working under extreme pressure, associates declare. He serves continuously as a member of the agency's national radio and television board.

Besides being responsible for Chevrolet Motors Division and other General Motors products' West Coast advertising, he directs other accounts serviced by the Los Angeles office. These include various Chevrolet dealer groups, Du Mont Television, Quality Television Inc., Hertz Drive-Ur-Self System, Burroughs Adding Machine Co., as well as others.

In addition to radio, the various Chevrolet dealer groups are users of West Coast video time. Mr. Francis admits being a busy man because he personally keeps his fingers on the pulse of activity. Besides Chevrolet Dealers of Southern California Monday night 3½ hour film session on KECA-TV Los Angeles, a consistent newscast schedule is maintained on various radio stations in that city.

San Diego Country Chevrolet Dealers' account is also administered by Mr. Francis' office, with a twice-weekly film schedule on KFMB-TV as well as newscasts on radio stations in that city.

Born in Oklahoma

Born on the blistering hot afternoon of Aug. 7, 1904, in McAlester, Okla., then an Indian Territory, Mr. Francis received his public and high school education in that community.

Interest in advertising and selling came early to young Mr. Francis. First experience was gained when working as a clerk in the McAlester general store after school and during summer vacation. Besides selling to the trade, he helped with the store's advertising, writing handbills and window signs for special sales.

But Mr. Francis will tell you that his most interesting and exciting job was news "butcher" aboard the local train running between McAlester and Wilburton, 40 miles away. He was about 15 then.

With high school over, he was determined to make advertising and selling his life work. He enrolled in the U. of Chicago School of Commerce and Business Administration in September 1920. He majored in advertising and economics.

Although working his way through college with a variety of jobs, that and study didn't consume all his time. Mr. Francis managed to be active in the college dramatic club. He played major roles in many productions staged during his three years at the U. He was a member of the Blackfriars, college dramatic society, too. Fraternity was Sigma Alpha Epsilon.

Joins Hamilton Brown Shoe Co.

Mr. Francis left college in 1923 to become assistant advertising manager of Hamilton Brown Shoe Co. in St. Louis, Mo. Before the year was out, he was advertising manager.

In August 1924 he joined Henri, Hurst & McDonald Inc., Chicago, as assistant account executive. Shortly afterwards he met Margaret McGraw, employed in the agency's billing department. She became Mrs. Francis on Oct. 1, 1925.

The enterprising young man didn't sit still. During the next 12 months Mr. Francis made a name for himself among Chicago agency men. They recognized his creative ability and admired the way he caught on.

Result was an invitation to join Campbell-Ewald Co. in Detroit as production manager, and he did just that on July 9, 1925. A year later he was back in Chicago, as assistant to the agency's manager in that city.

During the next decade, from 1926 to 1936, he served in practically all capacities, both creative and contact, in the firm's Chicago office.

When an account executive was needed in Los Angeles in spring of 1936, Mr. Francis was chosen for the assignment. He packed bag and baggage and headed west. He was called upon to do considerable creative work in addition to account executive duties. Time was devoted primarily to U. S. Rubber Co. and Chevrolet accounts.

During the next 11 years, West Coast operations of Campbell-Ewald Co. continued to expand and in February 1947 he was made a vice president and manager of all Pacific Coast operations.

Mr. Francis, with his wife and 11-year-old daughter Ellen, make their home in suburban Pacific Palisades, a rolling hills residential section overlooking the Pacific Ocean. His eldest daughter Nancy is married to Chevrolet salesman Britt Johnson. They live in the suburban area of Santa Barbara, Calif. Mr. Francis also includes a two-months-old grandson, Britt Jr., as a very important member of his family.

Although Mr. Francis claims he has little time for club, life memberships are maintained in the Jonathan Club and Beverly Hills Club. A member of Los Angeles Chamber of Commerce and Los Angeles Ad Club, he currently is serving on the AAAA Ad Club relations committee. He makes it a point also to give of his time to the annual Red Cross and Community Chest campaigns.

A Writer of Verse

For many years he has been writing both poetry and light verse. His work has appeared in many national magazines and newspapers. Readers of Ed Durling's column and Ted Cook's syndicated "Coo-Coo's Nest," remember many of Mr. Francis' iambic pentameters. He is currently working on a collection of verse to be titled "Rhyme Doesn't Pay." Secret ambition is to write lyrics for a musical show.

WASHINGTON
OREGON

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
KGW
PORTLAND OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

HARRIS APPOINTED

Is WOR Program Manager

APPOINTMENT of Blaney Harris as program manager for WOR New York [CLOSED CIRCUIT, July 3] was announced last week by Julius F. Seebach Jr., vice president in charge of programs.

Mr. Harris will be directly in charge of creative programming and supervision of program structure, Mr. Seebach said. The appointment becomes effective July 17, 1950.

Well-known in the radio and TV industry in New York and Hollywood, Mr. Harris has been associated with Doherty, Clifford & Shenfield, New York, since 1944. Most recently he was supervisor of radio and TV programs there. Previously, he was assistant to the radio director of Pedlar & Ryan, New York.

1950 roster and organization of American Assn. of Advertising Agencies published last week, including 246 AAAA member agencies as of May 30, increase of seven over last year's listing.

KIRBY RETURNS

Heads New Pentagon Unit

COL. EDWARD M. KIRBY, former NAB public relations director and wartime chief of radio at the Pentagon, was recalled to active duty today (July 10) in the office of Maj. Gen. F. L. Parks, chief of information of the Militar Establishment.

Col. Kirby

The call, whic preceded the out- break of th Korean conflic has to do wit creation of a ne unit of militar public relation wherein reservis in all media will be indoctrinat to establish a pool of train personnel who would be availa for immediate assignment. C Kirby will head this unit in th Washington area, regarded as "pilot" operation.

Gen. Parks, in recalling Co Kirby, said he would serve as commanding officer of the newest organization in his office. He sai he had high hopes that this training unit would fill a long-felt nee and provide a better means f exchanging ideas between his offic and those in the Washington are whose interests lie in that direction.

Col. Kirby returned to inactiv status in November 1945 followin termination of World War II hostilities. He was recalled for temporary tour in 1947 to initiat a study for emergency communic tions. In 1943 he won a Peabod Radio Award for "Yankee ingenuity" on a global scale.

Fire Prevention

THE ADVERTISING COUNCI will launch a home fire preventi campaign in connection with th National Fire Protection Ass Erwin, Wasey & Co., New Yor is volunteer advertising agency f the campaign, and D. W. Stewar advertising division manager of th Texas Co., will serve as volunte coordinator.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) A B C 1kw (n)

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

July 6, 1950

To the PRESS and RADIO:

Subject: IMPROVING THE RAILROADS

Another milestone in the railroads' never-ending search for improved methods was reached recently when a new million-dollar research laboratory built by the Association of American Railroads was opened on the campus of the Illinois Institute of Technology in Chicago. This laboratory is the nerve center for research in the railroad industry. Here will be the headquarters for engineering, mechanical and shipping container research, as well as facilities for testing many other kinds of railroad equipment.

This laboratory is just another example of how the railroads have carried on continuous research in every part of the railroad plant and equipment and in every phase of railroad operation since the very beginning of railroads in America.

The net result we see all about us, in a railroad plant and railroad methods which are producing more and better service than the pioneers could possibly have dreamed of.

But it is as true today as it ever was that the railroads are a product of research, and for this reason the kind of research which has given us the finest rail transportation system in the world is being carried on in more directions and with greater intensity than ever before.

This research is being carried on by the railroads themselves, by the Association of American Railroads and by the manufacturers who supply the railroad industry. It is going forward in university laboratories, in technological institutions and in railroad plants. It is also being conducted by railroad workers in offices and shops and out along the right-of-way where day-by-day operations are the real proving ground for technological advances.

This broad program of research on the railroads is another assurance that we in America will have even safer, more dependable, more efficient and more economical rail transportation service in the years ahead.

Sincerely yours,

William T. Faricy

World Network

(Continued from page 15)

lic Law 402 (Smith-Mundt).

Secretary Acheson told the subcommittee Wednesday that "we have all the authority we need" to put the President's plan into effect save for "additional appropriations and personnel," which he indicated would be presented shortly.

Sen. Benton, co-sponsor of the resolution along with 12 Senate colleagues [BROADCASTING, March 27], urges a worldwide radio network capable of "laying a signal into every receiver in the world"; creation of a non-government agency to coordinate resources and overseas contracts in furtherance of the overall information program, and acceleration of work done by UNESCO in cooperation with the State Dept.

Subcommittee members who attended last week's hearings were Sens. Brien McMahon (D-Conn.), H. Alexander Smith (R-N. J.), Henry Cabot Lodge (R-Mass.), in addition to Sen. Thomas. Other Senators sitting in were Sen. Millard Tydings (D-Md.), as well as Sens. Benton, Mundt, Flanders and Hendrickson.

Gen. Sarnoff estimated cost of erecting a worldwide network system at about $200 million—"no more than the price of two modern battleships"—and placed operating cost at roughly $50 million annually.

He pointed out that the larger U. S. networks spend about $50 million each annually, covering programming and cost of facilities, to reach portions of the U.S. and said his guess on costs for operation of worldwide network were based on estimates of NBC's chief engineer.

Construction costs for the expanded Voice would be written off in about five years "in view of rapid technical development in the engineering arts," he added.

Even if there were no Soviet crisis, Gen. Sarnoff said under cross-examination, he would favor expansion of our international broadcasting to sell America to the world as the largest, most prosperous and most productive nation. This would advertise our commerce, help employment and boost business generally.

Radio Termed Best

"Radio broadcasting is the most economical and effective way" to carry that message, he remarked.

With respect to television, Gen. Sarnoff noted:

> We should also take into account the promising possibilities of international television. It is not too early to give serious consideration to ways and means for adding sight to sound, in our efforts to reflect democracy to those abroad who seek freedom from oppression. "The Voice and Vision of America's" can be a powerful aid in achieving these goals.
>
> I suggest that all existing information pertaining to international broadcasting and television be coordinated and crystallized in the preparation of an over-all comprehensive and definitive plan. For this purpose, I recommend the establishment of a commission to study the subject in all its aspects. It should be able, in 60 days, to prepare such a comprehensive plan, including specific estimates of costs, and to transmit its findings to the President of the United States and to the Congress.

MILWAUKEE County Pharmacists' Assn. award for "outstanding service to pharmacy" goes to WISN Milwaukee and its general manager, Gaston W. Grignon (l). Arthur Broenen (r), association president, makes the presentation. The group's radio chairman, Frank Kuskowski, looks on. Commendation was for the station's *Know Your Druggist Better* series.

Gen. Sarnoff told the subcommittee there were now no facilities to "bridge the oceans" or set up relay stations and that while "TV holds promise of development, sound broadcasting is a vital fact."

He advised Sen. Benton and other members that he has submitted a plan for "development and establishment of a radio bridge" designed for various purposes through television operation in the UHF frequencies. But television, he cautioned, is "nowhere near as ready as sound broadcasting" to further the American information program.

Upon further questioning from Sen. Benton as to why he had referred only briefly to TV's potential use, Gen. Sarnoff explained that costs of video programs vary but that generally they are "from three to five times as expensive as sound broadcasting," partly because of high expenses curtailed in interconnection facilities.

But, he added, "if it were physically possible, the impact of television (in such a program) would be many times greater than in sound."

Sen. Thomas wanted to know if Gen. Sarnoff's company would oppose any treaty that might face Congressional ratification dealing with "freedom of the air."

Gen. Sarnoff assured the Senator his company not only will have "no objection but will support such an idea." He felt, however, that the worldwide network would have to remain a government enterprise. "Where private enterprise would be unable to render such a service which is in the interest of national requirements, the government should have the right to render such a service and industry should have no justification for objection."

Gen. Sarnoff made clear his feeling that, in the current Korean situation, it might be emphasized in American broadcasts that U. S. forces are acting under a UN resolution. He also suggested establishment of a "Voice of the UN" as well as a Voice of America. This would serve, he said, to put a truer face on a picture distorted by the Soviet Radio.

Tracing his concern for the need of an effective broadcast service back to 1938, Gen. Sarnoff reminded that he had supported such an idea in conferences with President Roosevelt, former State Secretaries Cordell Hull, James Byrnes and George Marshall, and this year Edward W. Barrett, assistant Secretary of State for public affairs,

(Continued on page 48)

Strictly Business

(Continued from page 42)

ple of an organization devoted exclusively to station representation with escalating success and for the greater portion of that time, Mr. Ringgold has been one of the firm's most successful salesmen.

Previous to his work in radio, Mr. Ringgold served with the Brunswick Balke Collender Co. as head of the dealer's advertising service for the radio-record division. In 1930 Brunswick (then owned by Warner Bros.) moved him to New York City to take charge of recording merchandising.

In the fall of 1933, convinced that the major portion of radio's past lay in the future, Mr. Ringgold joined the Edward Petry Co., and his work with it has since included sales-service, promotion, advertising and selling radio time and programs on the approximately 35 stations and the regional networks they represent.

Known to his colleagues as "Hanque," Mr. Ringgold traces the spelling of his nickname back to a first year French class at Northwestern U.

Mr. Ringgold is married to the former Maureen Jeffries. They have one son, Peter, 14 years old. The family lives in Scarsdale, N. Y.

He is a member of the Whippoorwill Golf Club, Shenorock Shore Club, Town Club, Radio Executives Club and Phi Delta Theta.

First In Every Way
WSJS
Dominates Winston-Salem!
(Gives Bonus Coverage of Greensboro and High Point)

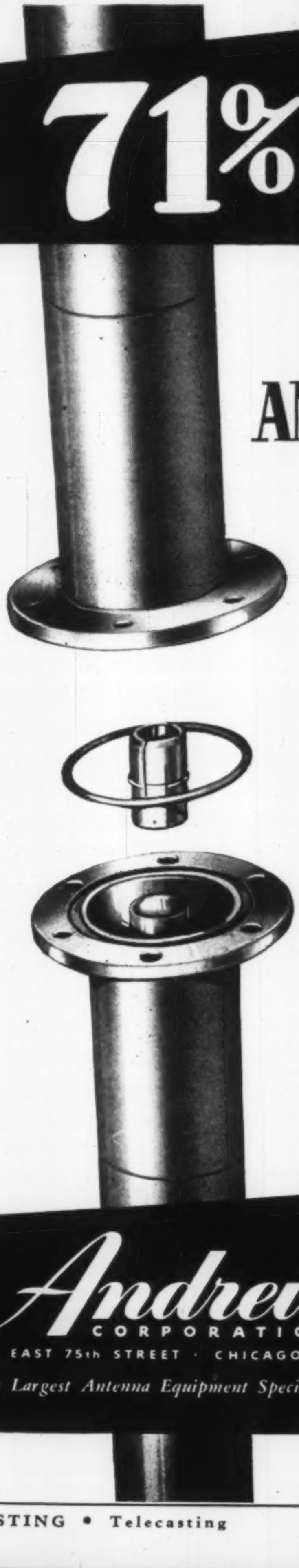
- 1st IN LISTENING (Hooper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1930)

Naturally, it follows that WSJS is
FIRST in Advertising!-Local-General-Network
Your FIRST and BEST Buy!

Affiliated with NBC
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
Represented by HEADLEY-REED CO.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
CONNECT IN CONNECTICUT
Morning, afternoon, evening . . . WDRC is your best buy in Hartford! See facts, figures and Hoopers in new Market Study. Write Wm. Malo, Commercial Mgr., WDRC, 750 Main Street, Hartford, Connecticut.
CBS

71%... ...OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS



The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

LEADERSHIP IN SERVICE TOO!

ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists

ANDREW

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

World Network

(Continued from page 46)

who supervises Voice operation.

He had previously proposed, he pointed out, establishment of the principle of "freedom to listen" and creation of an independent international broadcasting system to be known as "The Voice of UN." Plan was abandoned, he said, for lack of UN funds after lengthy study and consideration. Later he expanded his plan to include "The Voice of America, Freedom to Listen and to Look."

With respect to relative effectiveness of the Voice and systems of other countries, Gen. Sarnoff said Russia transmits 832 program hours per week and the U. S., 192. "It is tragic that the U. S. is so far behind Russia," he noted.

He urged that the U. S. place medium and shortwave stations in Greece, Arabia, Iran, India, Pakistan, the Philippines, Japan and possibly Okinawa, as well as shortwave, high power stations in Alaska "to beam into Siberia." America lacks stations at strategic points, he said.

Simultaneous broadcasting on many frequencies is the "best method today" to combat Russian jamming, he testified, but this alone "would not solve the problem."

"Our immediate objective should be to ring the Iron Curtain countries with radio broadcasting," he stated. "To do this, strategic sites must be obtained on American and other free territory upon which shortwave and mediumwave broadcasting stations can be installed and operated."

> I would propose that we build stations wherever there is a free democratic government that will permit us to do so, and that each of these stations be equipped with several high power, shortwave and mediumwave transmitters, and a proper selection of frequencies.
>
> Further, I would suggest that the major portion of program material be originated in the United States. These programs should be transmitted to the proposed stations on foreign soil, where modern receiving facilities can be provided to enable these stations to receive despite jamming. The additional coverage we would gain through shortwave receivers tuned directly to our United States originating stations, would be so much to the good. This program service could be further supplemented by transcriptions from the United States.
>
> The most practical extension of our service to the listening public in foreign lands, would be through high-power stations operated by the United States in those countries. This we can do today in Germany, Tangiers, Japan, and the Philippines.
>
> The State Dept. should be granted the necessary funds and authority to erect additional stations in territories now under our control, and to add stations wherever they can reach high concentrations of population. Also, the department should be authorized to negotiate for transmitter sites with nations whose territories fringe upon the Iron Curtain satellites.
>
> Such a comprehensive world-wide plan would permit the Voice of America not only to render more reliable service, but would also increase the number of hours and the number of languages and dialects which could be covered. We should not only match, but surpass the Russian broadcast service in the international field.

Gen. Sarnoff also suggested that the State Dept. might consider "the possibility of purchasing time for programs of the Voice of America on local stations in foreign countries," particularly those receiving U. S. economic and military aid.

Summarizing, Gen. Sarnoff thought "we must do everything in our power along scientific and technical lines" and convey to Russia our peace policy to effectively prevent another World War.

Hits Russia

At the present time, he asserted, "Russia is not for peace—not for war—but just for chaos." Noting the distinction between the Russian government and people, he stressed, "a message is good only if somebody listens to it" and there must be adequate facilities to beam that message.

Gen. Sarnoff expressed little hope the Soviet government would ever vote for any UN resolution guaranteeing "freedom to listen."

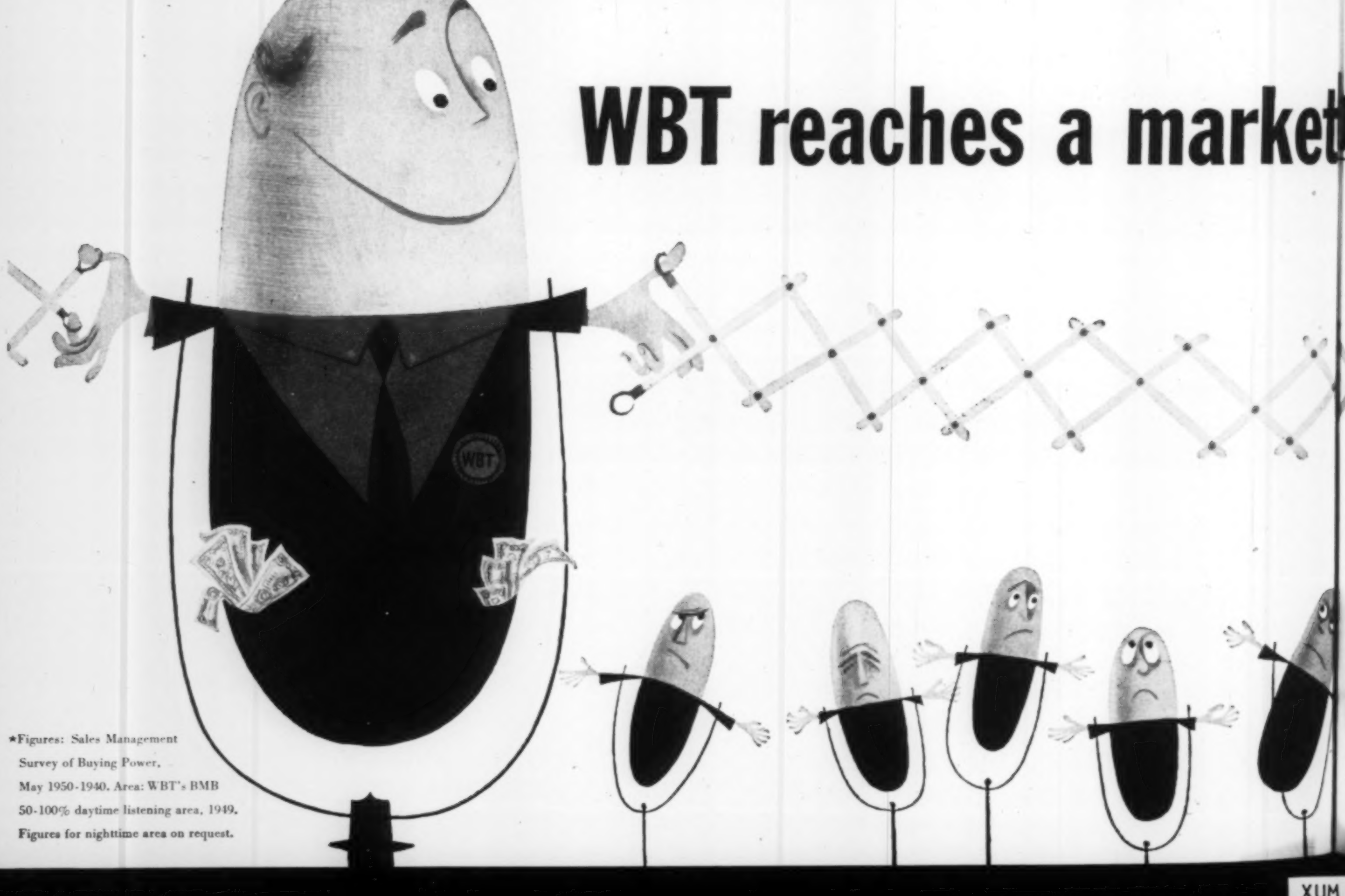
Kickoff witness before the Thomas subcommittee was Sen. Benton, who urged: (1) "constant pressure" through the UN and available diplomatic channels for freedom of radio, television, press; (2) five-fold expansion of the Voice of America.

REMINISCING about old times are Freeman Gosden (l), "Amos" of *Amos 'n' Andy*, and C. T. Lucy, general manager of WRVA Richmond and a member of the Columbia Affiliates Advisory Board. Mr. Gosden appeared on WRVA when he visited his home town, Richmond, in search for an actor to fill the role of "The Kingfish" on the CBS-TV series which begins in the fall.

He said that a 50 kw station in North Korea has blanketed the whole territory with Communist propaganda and has painted Americans as "warmongers" and "imperialists." South Korea has maintained only a 3 or 4 kw outlet, he said.

He continued:

> The problem is how to shatter Russian propaganda with truth. . . . The fight is for the minds and loyalties of all mankind. It is nothing less than that. . . . A great campaign of ideas is, I believe finally, the only



★Figures: Sales Management
Survey of Buying Power,
May 1950-1940. Area: WBT's BMB
50-100% daytime listening area, 1949.
Figures for nighttime area on request.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA WEEK May 28-JUNE 3, 1950

Current Rank EVENING,	Previous Rank ONCE-A-WEEK	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	16.7
2	3	My Friend Irma (CBS)	12.7
3	9	You Bet Your Life (CBS)	12.7
4	6	Jack Benny (CBS)	11.5
5	26	Mr. Chameleon (CBS)	11.5
6	29	Dr. Christian (CBS)	11.1
7	5	Walter Winchell (ABC)	11.0
8	10	Big Story (NBC)	10.9
9	11	Day in the Life of Dennis Day (NBC)	10.9
10	27	Judy Canova (NBC)	10.7

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

way in which we can boot Soviet propaganda where it deserves to be booted. We've got to do it now . . .

Sen. Benton was backed strongly by Sen. Mundt, who urges creation of a Hoover-type commission to study radio, television and other activities overseas. A key factor in his proposal is establishment of a global TV network—a "Vision of America"—with provision for a network of key video stations operating as part of a radio relay system [TELECASTING, June 19, 12]. Sen. Mundt believes TV networks (station and relays) could be set up in certain countries for about $4,600,000 each.

He favored "immediate passage" of the Benton proposal and his own measure (S 3780) as "companion pieces." The Commission, he explained, would report its recommendations by Feb. 1, 1951.

Eisenhower Plan

"What we need in this area of activity today," he stated, "is a general headquarters staff (such as suggested by Gen. Eisenhower) equipped with authority and the necessary tools to carry the ideological war to our adversaries. . . ."

The TV proposal, he felt, likewise could be put to use under the public law governing the Voice of America.

In his prepared statement, Secretary Acheson said President Truman had directed him "to plan a strengthened and more effective national effort to use the great power of truth in working for peace." Accordingly, he said, the State Dept. has submitted to the President a plan for a stronger and broader information program designed to carry out a "great campaign of truth."

The plan currently is being studied by the President, he told the subcommittee, and is "dedicated to the achievement of the principles and purposes" set forth in the Benton resolution.

He declared "it is essential to the success of our foreign policy" that America has "an effective information program based 'on the truth.'"

Gen. Marshall felt it "very important" that the U. S. meet the Soviet objective for "conquest of minds" by instituting a program similar to that proposed by Sen. Benton.

"This program seems most appropriate," he told the Senate Foreign Relations subcommittee. "It is urgently necessary that something more dynamic be done than heretofore."

In reply to questioning by Sen. Benton, he said that the State Dept. would better serve in an advisory capacity and that it would be a "good thing" if the overall information program were taken out of the department, but subject to its policy jurisdiction.

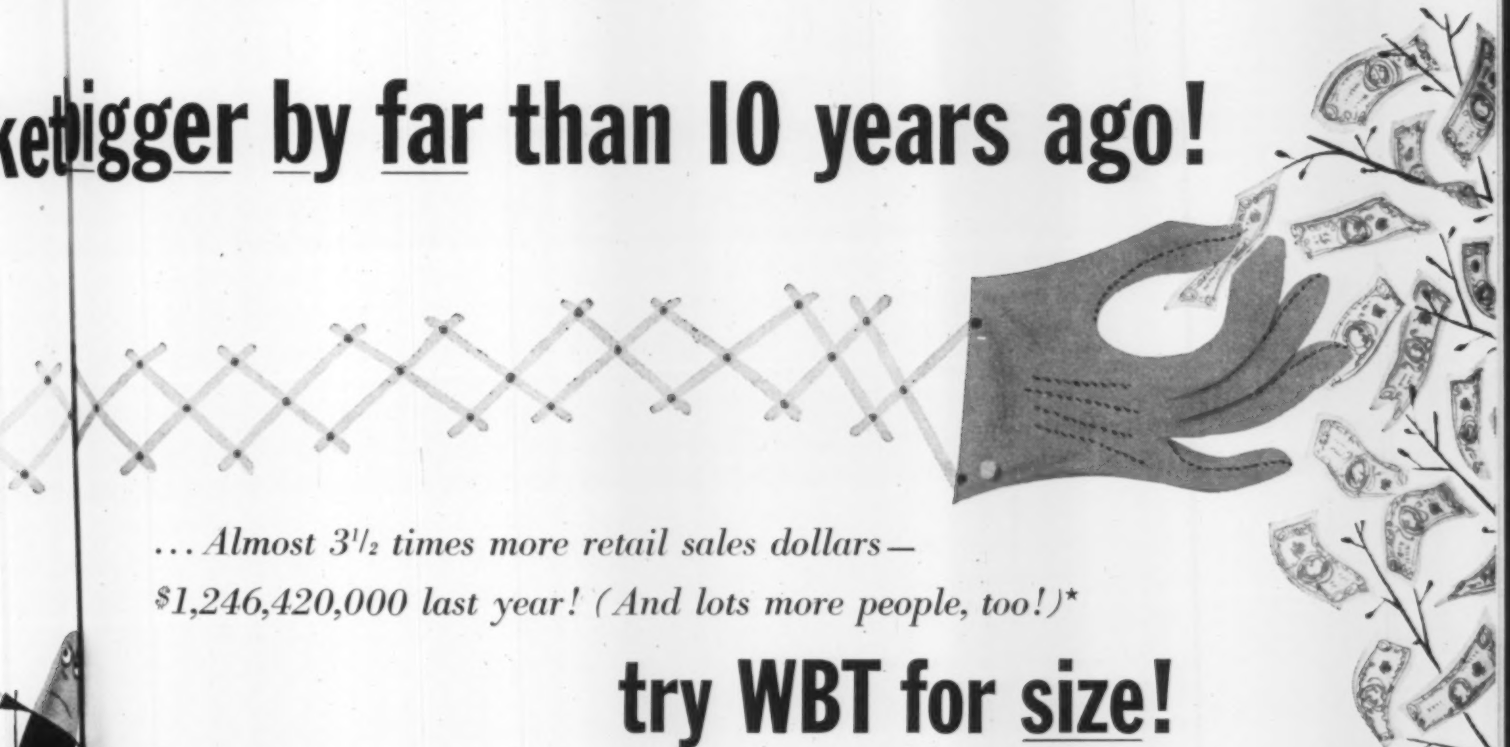
Agrees With Benton

Gen. Eisenhower asserted he is "in complete and absolute accord—emphatically so"—with the Benton resolution and urged that America use the "truth" or "T-bomb" to bolster morale of our allies throughout the world. He thought an overall information headquarters group, comprising the OWI and OSS of World War II, might be "advisable."

Mr. Dulles, Republican advisor to the Secretary of State, told the group that full-scale war "may depend on the relative effectiveness of Communist and American propaganda and information." He felt the Benton resolution has "useful long-range provisions," and added: "We must explore other methods of radio to reach behind the Iron Curtain to counteract Russian jamming."

NARND Awards

TWO awards for outstanding presentation of radio and television news will be made by the National Assn. of Radio News Directors at its November convention. Regulations for the competition are being drawn up by a committee headed by Ted Koop, director of CBS Washington news and public affairs. One award will be for outstanding presentation of radio news throughout the period from Sept. 1, 1949, to Sept. 1, 1950. The other will be for outstanding presentation of TV news throughout the same period.



bigger by far than 10 years ago!

. . . Almost 3½ times more retail sales dollars—

$1,246,420,000 last year! (And lots more people, too!)*

try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS

CHARLOTTE, N. C. • REPRESENTED BY RADIO SALES

XUM

Summer Sales Steady

(Continued from page 15)

feature tabulation, CBS this July will broadcast weekly a total of 53 hours, 15 minutes of sponsored programs, up five and a quarter hours from the 48-hour total for July 1949. Mutual for this July reports 28 hours and 55 minutes of commercial network time weekly, up four hours and five minutes from the 24 hours, 50 minutes, reported for July 1949.

ABC and NBC are down slightly in commercial hours this summer as compared with last. ABC reports a weekly total of 33 hours, 55 minutes of sponsored time this July, five hours and a quarter below the ABC July 1949 figure of 39 hours, ten minutes. NBC commercial time totals are 53 hours, 15 minutes for July 1950, three and three-quarters hours below the July 1949 total of 57 hours.

CBS is the only network to show a gain in evening sponsored time this July over last: 15 hours, 45 minutes, compared to 13 hours, 15 minutes. The two and a half-hour increase all but matches the increased time purchases of William Wrigley Jr. Co., which this summer is sponsoring six evening half-hours on CBS, contrasted to a single weekly half-hour last year at this time. Colgate-Palmolive-Peet Co. could single-handedly account for all but 15 minutes of the CBS daytime increase of two and three-quarters hours by its sponsorship of the afternoon half-hour *Strike It Rich,* five days a week.

On NBC this summer, General Mills corresponds to Wrigley on CBS by sponsoring a summer series of half-hour evening programs daily except Sunday, and in the daytime field, Campbell Soup has added two and a half hours to its NBC time purchases by doubling its *Double Or Nothing* broadcasts from one to two a day.

NBC's major evening losses as compared with July 1949 were three half-hour programs sponsored by Colgate-Palmolive-Peet Co., two half-hour shows sponsored by Philip Morris and five quarter-hours sponsored by Liggett & Myers. This last item was offset by Miles Labs promptly packing up the L&M time. In the daytime on NBC, General Mills has dropped two daytime series and Procter & Gamble one such program in comparison with last July.

Mutual's Additions

Mutual's chief daytime additions this month as compared with July 1949 are the Miles Labs sponsorship of *Ladies Fair* in addition to its continuing *Queen for a Day,* and the Lanny Ross quarter-hour across the board for Gulf Oil. This network's nighttime changes reflect normal advertising schedule adjustments, with the five-a-week 15-minute newscasts sponsored by the American Federation of Labor the outstanding new business item of the year.

ABC's schedule also reflects the flow and ebb of advertising activity, including a couple of shifts to other networks such as the American Assn. of Railroads to NBC and American Oil Co. to CBS. ABC's daytime schedule shows the total amount of sponsored time this July about on a par with the figure of a year ago.

The overall picture shows commercial network hours this July holding their own and even forging slightly ahead of the total for July of last year, but this does not necessarily reflect equality of advertising expenditures for network time. Revenue is based on the number of stations purchased by advertisers for their network programs and those stations' rates as well as the amount of time, and in this analysis only the time figures were considered. There is no indication, however, that when the dollar calculations have been completed, the network total for this July will vary radically from that for July 1949.

Haiti Plan Eyed

(Continued from page 19)

to sale of bonds.

A pamphlet circulated in Houston (see attached facsimile of pledge blank) carries a cover illustration showing a complex antenna array titled "largest radio station in the world, broadcasting the gospel to every land 24 hours a day."

Other illustrations show an antenna tower and view of a transmitter room. Two pages of the pamphlet are devoted to illustrations and descriptions of receivers. One is called "The Community Missionary," designed as a listening post set for group worship. Another receiver, of the crystal type, is called "The Midget Missionary" and comprises a head set and small box requiring no battery. This receiver "carries the 'Word' far into jungles and uncivilized areas," it is explained.

Going into the details of the project, the pamphlet continues:

> For nearly two years the executives of World Radio Corp. worked in the Caribbean area negotiating to obtain a license to erect our proposed radio stations. In November 1949, the Government of the Republic of Haiti approved our commitments and issued us a very wonderful license for a period of 25 years, and an option in our favor for 25 additional years. This permits us to construct and operate a group of the world's largest radio stations.
>
> The Republic of Haiti presents one of the greatest challenges to world missions in church history from the days of Paul the Apostle to this very present time.
>
> The President, his Excellency, Dumarsais Estime, President of the Republic of Haiti, has most graciously accepted the commitment of World Radio Corp. as presented by its president, Mr. S. E. Ramseyer, for the establishment of four radio stations within the republic.
>
> A 500,000 w longwave station to be constructed at Port-du-Paix will beam programs to cover all of the United States and Canada east of the Rocky Mountains.
>
> A 100,000 (w) shortwave station to be constructed approximately six miles from Port-au-Prince to beam commercial, educational, cultural and religious programs around the world 24 hours of the day and two 10,000 w long and shortwave stations to broadcast the same programs for the Republic of Haiti and the Caribbean area.
>
> The President of Haiti has very graciously granted the use of ideal lands within the Exposition Grounds at Port-au-Prince on the water front, a 1,000-foot fronting on two boulevards where a futuristic designed building will be constructed with office facilities, studios, equipment and an auditorium that will seat 860 people with a platform 50x50-foot to broadcast on varied programs, including educational, cultural, musical and religious. . . .
>
> Our ambition is to bring the Redemption story to every lost man, woman, boy and girl, regardless of race, color, or creed, pointing them to the Savior of the world, for Jesus said, "When the Gospel of the Kingdom is preached unto all the world as a witness, then shall the end come."
>
> In this respect these great radio stations to be operated by World Radio Corp. will do their part in the fulfillment of the prophecy, spreading the Gospel of peace and goodwill among men and nations of the world.
>
> A real investment now in this World Radio Missionary program will multiply in effectiveness many times; especially since one gospel missionary team can cover a potential radio audience of over 150 million people daily on these two super, long and shortwave radio stations. . . .
>
> You may have money in the bank or loan companies, or other assets, drawing 2% or 3% interest. We will pay you 5% and give you a first mortgage bond. This way your money will do double duty for you as God's steward; first, we will be paying you more interest; second, your money will be working for the interest of the Kingdom of Christ. We must have cash immediately to complete these stations that God has so marvelously opened up for us to have.

The pamphlet describes Chief Engineer Gould as having 25 years supervisory experience in building and operating over 142 radio transmitters. It is explained he will have "as his consultants and advisers at all times, the engineering resources of the General Electric Co., Andrew Corp. and Collins Radio Co."

The stars of today and tomorrow are *Yours for more Sales*

... with the *new era* in

Thesaurus

"The Tex Beneke Show"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

WREN
ABC –
is the PEAK
in TOPEKA

REPRESENTED BY
WEED & COMPANY

JULY 10, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

WNBW

ONE MINUTE AVAILABILITIES

"WARNER'S CORNER"

For late evening enjoyment with "Washington's first lady of TV," songstress Jeanne Warner, and guests.

Mon.-Wed.-Thurs.-Fri.—10:30 to 11 PM

RATE: $56.00

"THE RANSOM SHERMAN SHOW"

That unpredictable Ransom Sherman . . . Comedy — Songs — Plus the Art Van Damme quintette for your daily enjoyment.

7:00-7:30 Monday through Friday

RATE: $75.00

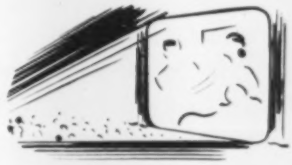
"FOOTLIGHT THEATRE"

An hour's stay with Mystery, comedy, romance and adventure feature films. "Footlight Theatre" entitles each advertiser to "3 for 1" —one full 60-second commercial, plus open and close oral and visual identification.

Mon. thru Sat. 6 to 7 PM

RATE: $75.00

"NBC CINEMA PLAYHOUSE"



A brand new series of feature films . . . topflight shows with top stars, including "Captain Caution," "The Frenchman," "Nicholas Nickelby." It's the CINEMA PLAYHOUSE.

Each Tuesday 8:00-9:00 PM

RATE: $75.00

WNBW

CHANNEL 4

NBC IN WASHINGTON

REPRESENTED BY NBC SPOT SALES

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JULY 10, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

THE '61 MARKET

Dr. Baker Analyzes Television's Future

By Dr. W. R. G. BAKER
V. P. AND GEN. MGR.,
ELECTRONICS DEPT.
GENERAL ELECTRIC CO.

Dr. Baker

FORECASTING the future of television has become such a popular sport recently that an entire new group of experts has arisen. As usual with any group of experts, their opinions would range from "the sky's the limit," to "run for your lives, the bubble has busted."

Granting that there are a number of variables and a few "ifs" in the picture, I believe it is possible to throw away the blue-sky guesses, and base a projected market analysis on a few hard facts and somewhat constant trends. Using as factors, cost of equipment, station operating costs, advertising revenue and population, and assuming the freeze is lifted before the end of the year, the future looks like this:

More than 400 new TV stations will go on the air before the end of 1955, at a cost, for television transmitting equipment, of $75.5 million.

An additional 143 new stations will be added between 1955 and 1960.

Of the 666 stations in operation by 1961, 314 will be UHF.

By the end of 1960, 75% of the families in the United States will be within range of at least one TV station.

Television broadcasting and programming will be a billion dollar a year business before the end of 1955. This does not include the $7.5 billion that will be spent, at the retail level, for new television receivers during the five-year period.

Eighty-three percent of the buying power of the nation will have TV coverage by 1956.

In tabular form, the analysis follows:

Total Stations	
On the air 1950	109
To be added:	
1951 - 1952	177
1953 - 1955	237
1956 - 1960	143
Total on the Air at End of 1960	666
Market Areas:	
Covered in 1950	64
Added 1951 - 1955	177
Added 1956 - 1960	56
Covered by end of 1960	297

Perhaps the first question that the above figures raise is: "What effect would color have?" I believe it would have no effect on the number of new stations to go on the air, nor any great effect in the cost of placing the new stations in operation.

The largest amount of guesswork in the entire analysis is introduced when we deal with the question of whether the transmitters will be VHF or UHF. The forecast that 314 of the 666 stations in operation by the end of 1960 will be UHF is based first of all on the FCC proposals of July 11, 1949, regarding UHF, VHF, rules, standards and allocations.

Determining Factors

But even these proposals must be weighed in the light of other factors, including population, AM-FM broadcast experience and the amount of advertising revenue. It appears logical that Chicago, for example, can support more than the seven VHF stations proposed by the FCC. The additional stations, would, of necessity, be UHF. In other locations, where television stations were added, the tentative VHF channels were assigned first.

In arriving at the projected TV coverage in 1955 and 1960, it was necessary to make one basic assumption: That the present FCC "freeze" will be lifted not later than the end of 1950.

Basis for Analysis

Having made that basic assumption, the analysis can then be based on known factors, known related factors and certain very important judgment factors.

As an example, known factors include the following:

1. The number of TV stations on the air, and those which have construction permits to go on the air during the remainder of 1950.
2. The number of open applications for construction permits in all areas of the country.
3. The present network facilities and the proposed extensions as reported by the Bell System.

Known related factors would include market data for all principal areas in the country, including population, amount of retail sales etc.

Judgment factors would include geography; for example, is the area now covered, or will it be covered by television from another high-ranking market?

In making the analysis, certain broad "rules of thumb" were evolved. It appeared logical that in large metropolitan areas there would be a minimum of four network outlets.

Service Requirements

In medium metropolitan areas it appeared probable that there would be a minimum of two or three network outlets. In small urban areas not covered by television from another market, it seemed likely that an area with a 40-mile radius, encompassing 25,000 families, and an annual broadcast revenue between $150,000 and $250,000 would support at least one television station.

In order to estimate the industry market potential for transmitting equipment, it was necessary to break down the projected growth into small, medium and large stations. The classification is based on the amount of facilities employed by the station. For ex

(Continued on Telecasting p. 1

Estimated Growth of TV Transmitting Facilities Over 10-Year Period Ending Jan. 1, 196

State	Small	Medium	Large	Total to be added VHF	UHF
Alabama	8	4	2	6	8
Arizona	1	3	2	6	0
Arkansas	2	5	1	4	4
California	12	13	5	11	19
Colorado	2	5	3	7	3
Connecticut	2	3	1	0	6
Delaware	0	1	0	0	1
Dist. of Columbia	1	0	0	0	1
Florida	5	12	2	11	8
Georgia	8	8	0	6	10
Idaho	2	3	1	5	1
Illinois	7	9	4	6	14
Indiana	4	7	2	2	11
Iowa	3	8	6	9	8
Kansas	1	5	2	5	3
Kentucky	0	4	0	1	3
Louisiana	3	8	4	9	6
Maine	2	5	0	5	2
Maryland	4	0	0	0	4
Massachusetts	8	7	2	2	15
Michigan	6	7	1	13	1
Minnesota	4	3	2	7	2
Mississippi	2	6	2	3	7
Missouri	7	8	4	9	10
Montana	2	3	3	8	0
Nebraska	2	3	1	3	3

State	Small	Medium	Large	Total to be adde VHF	UH
Nevada	0	2	1	3	0
New Hampshire	2	1	0	1	2
New Jersey	1	3	0	0	4
New Mexico	1	4	0	4	1
New York	17	6	6	5	24
North Carolina	8	5	2	5	10
North Dakota	4	1	1	3	3
Ohio	7	13	2	1	21
Oklahoma	2	5	2	4	5
Oregon	2	4	3	6	3
Pennsylvania	10	16	2	2	26
Rhode Island	1	1	1	0	3
South Carolina	3	5	0	4	4
South Dakota	1	2	1	4	0
Tennessee	2	11	3	14	2
Texas	6	26	18	32	18
Utah	1	1	2	4	0
Virginia	5	2	3	6	4
Vermont	1	1	0	0	2
Washington	4	6	3	8	5
West Virginia	3	4	3	4	6
Wisconsin	4	7	3	3	11
Wyoming	0	2	0	2	0
	183	268	106	253	304

Grand total—557

TELEVISION IMPACT

Heaviest on Low-Income Families—Meck

TELEVISION means more to low-income families than those with high incomes and "everything possible should be done to bring these benefits within reach of the wage earner's family," according to a pilot study of TV's impact on the home conducted for John Meck Industries, Plymouth, Ind.

With high-income families having more sources of entertainment, information and education, and low-income families more dependent on TV's benefits, according to John S. Meck, head of the company, "there seems to be justification for the conclusion that decisions of the government, the television industry, broadcasters and sponsors must be based on this fact."

Mr. Meck declared this pilot study "is but a start toward a clear understanding of the subject. Television is certain to be an increasingly important influence on our way of life, and should be studied carefully as it develops."

The study was conducted by Davees, Koehnlein & Keating, Chicago market survey organization. The low-income group included TV families with incomes of $40 a week or less, or with more than one wage-earner in the low-income group. The high-income group included TV families with $100 or more per week. A minimum of 50 families were interviewed in each group, interviewers working in two sections of Chicago.

Cultural Tendency

High-income families tend to select a higher percentage of educational and cultural programs than low-income families, the figures being 9.9% and 6.9% respectively; entertainment 80.8% for high-income viewers, 86% for low; 7.5% and 4.2% in the case of news; 1.8% and 2.9% in the case of sports.

These findings are based on Sunday-Monday viewing, with a somewhat higher percentage of high-income families having their sets in use, though this does not affect the findings.

Asked what type of television programs they would like to see given more time on the air, the results were: More educational and cultural, high 53.6% and low 24.1%; more entertainment, high 32.9% and low 66.6%; no answer, high 14.3% and low 9.3% (some respondents named both types so totals are not 100%).

Entertainment and sports programs dominated the television preferences of all persons in the family, with a preference for educational and cultural programs apparent in the high-income lists.

The survey considered the effect of TV on family life in considerable detail. Low-income families gave much more consideration than high-income families to the possibility that television would keep the children at home more. At the same time, low-income families also gave more consideration to the possibility that TV would keep adults home and keep the family together more.

These low-income families also gave a great deal more weight to the fact that TV supplies less expensive entertainment than the movies, and to the possibility that TV would supply more wholesome leisure time activity.

Effect on Movies

In suveying the Chicago TV families, the Meck company found some slight indication that TV has reduced movie attendance among higher-income families more than in the case of low-income families.

Studying attendance at sports events, the survey shows these results for attendance of TV families at ball games, wrestling and other sports:

Total families	Low Income	High Income
More	1.9%	1.7%
About the same	74.1	69.7
Less	24.0	23.2
No answer	...	5.4

This would indicate that roughly one-fourth of families reduce their attendance at sports events after buying a set.

On the other hand, 40.7% of low-income and 62.5% of high-income families have reduced the amount of time they read at home. Low-income families are doing about the same amount of reading at home in 55.5% of cases compared to 37.5% for high-income families. Low-income families are entertaining more adult guests in 25.9% of cases compared to 7.1% for the high income group. In the case of child guests, 21.4% of low and 28.3% of high-income families are doing more entertaining.

A fourth of low-income families are going less to taverns and cocktail lounges compared to 12.5% of high-income families.

In the case of radio listening, the figures follow:

	Low Income	High Income
About the same	22.2%	14.3%
Less	77.8	85.7

Radio Listening

This would indicate that three-fourths of low-income TV families are doing less radio listening compared to six-sevenths of high-income families. No effort was made to indicate the extent of this reduction in radio listening.

Low-income families have reduced their playing of phonograph records in 64.5% of cases compared to 37.5% for high-income families. A fourth of low-income families have reduced their participation in bowling and other sports compared to an eighth of high-income families.

Only 3.7% of low-income families feel TV has brought objectionable changes into the homes compared to 25% of high-income families. In both groups, only families with children reported objectionable effects.

Half of those who noted objectionable results cited "mealtime difficulties"; almost as many named homework problems.

Looking at TV from the other side, 57.4% of low-income families reported the visual medium had brought beneficial changes in family life compared to 50% of high-income families. Both groups observed most often that TV entertains and educates the children and keeps them occupied. Secondly, they said TV keeps the family together more and the parents don't have to worry so much about children.

In general, it was found that families with children have had TV sets longer than childless families.

The neighborhood store was found much more important as a source of TV sets than downtown stores. "Wholesale" buying was twice as prevalent among high-income families. Furnitures stores are much more important as a source of sets for low-income than high-income families.

Preferences for More Time

In their choice of programs to be given more air time, low-income families mentioned plays and good music most frequently in the educational field; variety, movies and home-life dramas in entertainment. High-income families wanted plays, child educational, religious and good music programs most frequently in the educational field; movies and variety in the entertainment bracket.

First three programs preferred by low-income women were Arthur Godfrey, Milton Berle and movies; high-income women, Arthur Godfrey, *Toast of the Town*, and Milton Berle, *Saturday Night Review*, Fred Waring and *Studio One* all tied for third.

Preferred by low-income men were wrestling, Milton Berle and Arthur Godfrey. Preferred by high-income men were wrestling, *Toast of the Town*, and sports and Fred Waring tied for third.

Low-income teen-agers preferred wrestling, Milton Berle and *Saturday Night Review;* high-income teen-agers preferred Arthur Godfrey, with a dozen others following.

Low-income children preferred *Howdy Doody*, *Hopalong Cassidy* and *Trail Blazers;* high-income children preferred *Howdy Doody*, *Hopalong Cassidy*, and *Judy Splinters*, *Paddy the Pelican* and *Small Fry* tied for third.

EXCHANGING ideas following recent presentation in Los Angeles of the NBC-Hofstra College study on television sales effectiveness are (l to r): Ruddick Lawrence, NBC New York; Ed Feldman, radio director, and Jack Runyon, manager, Biow Co., Hollywood; Edward Madden, assistant to Joseph H. McConnell, NBC president; Sidney N. Strotz, vice president in charge of NBC Western Division.

* * *

ATTENDING a recent Philadelphia showing of the Hofstra TV study are (l to r): Charles Eyles, Foley Agency; William M. Noonan, vice president, Whitman's; George H. Frey, NBC; Louis L. McIlhenney, president, Whitman's; T. C. Gleysteen, Ward Wheelock Co.

On the dotted line . .

SETTING Benrus Watch Co.'s sponsorship of part of NBC's *Saturday Night Revue* are (l to r): Seated, Ed Hitz, NBC-TV sales; Oscar M. Lazarus, Benrus pres.; Jack Tarcher, pres., J. D. Tarcher Agency; standing, Howard P. Lane, Benrus adv. mgr.; Len Tarcher, Tarcher agency; F. E. Chizzini, NBC-TV sales.

TOASTING contract by which Bruce Hunt Inc., Washington menswear store, takes show featuring Al Houghton (r), golf professional, in a weekly 10-minute golf lesson on the capital's WNBW, are Announcer Baxter Ward (l), and Henry L. Kronstadt, president, Kronstadt Agency which handles the Bruce Hunt account.

IT'S smiles all around as W. G. Bondurant (l), president of Morgan Trucking Co., Greensboro, N. C., inks contract to sponsor United Artists feature *Top Views in Sports* on WFMY-TV Greensboro. Standing by are Norman Gittleson (center), WFMY acct. executive, and Robert Lambe, WFMY coml. mgr.

DISCUSSING Van Camp Foods' sponsorship of *Van Camp's Little Show* on NBC-TV are (l to r): L. J. Noonan, v. p., Van Camp; John Conte, star of show; Garry Simpson, show dir.; J. Sherwood Smith, board chairman, Calkins & Holden, Carlock, McClinton & Smith agency; Hay McClinton, CHCM&S pres.; Ray N. Peterson, adv. dir., Van Camp.

ARRANGEMENT by which Earl Hayes (2d r), Dallas Chevrolet dealer, takes 52 weeks, six times weekly *Early Birds* feature on WFAA-TV Dallas, is set by (l to r) Martin B. Campbell, gen. mgr., WFAA-AM-TV; Ken Baker, Bozell & Jacobs Adv. Agency; Mr. Hayes, and Alex Keese, WFAA regional manager.

LINE SCAN RATE

Standardization Urged At London Meet

U. S. SUPPORT for a new standardization of television line and frame rates "on a world-wide basis" was pledged in an international television conference in London, an official report on the meeting showed last week.

The proposal — to adopt a common "line scan frequency" — would achieve compatibility between the 525-line, 30-frame system of the U. S. and the 625-line, 25-frame standard advocated by most European countries. If adopted by the U. S., authorities said, it would mean "very minor adjustments" of existing equipment.

The conference also concluded that future color television standards should, if possible, be compatible with black and white. Since this question is in dispute in FCC's current color hearings, U. S. delegates expressed no opinion.

In the meeting—a session of the television study group of the International Radio Consultative Committee (CCIR) — it was also disclosed that seven European nations had agreed amoug themselves to adopt a 7-mc bandwidth with 625 lines and 25 frames for television in their respective countries.

The report of the meeting was prepared by William H. J. McIntyre, telecommunications attache at the U. S. Embassy in London and chairman of the U. S. delegation at the conference. The meeting was held May 8-12 following visits by the group to the U. S., France and the Netherlands for demonstrations of television in those countries as well as in Great Britain [TELECASTING, April 3].

To Make Recommendations

The group is assigned to make technical recommendations to the CCIR for world standards for television. Next CCIR meeting is now scheduled for 1951.

The proposed new standard for line and frame rates was advanced by CCIR Director Balth. van der Pol, of the Netherlands. He pointed out that 525 x 30 (representing the standards of the U. S. system) is 15,750, and that 625 x 25 (representing the European nations' proposal) is 15,625. Accordingly he proposed that 15,700 be established as a common line scan frequency, with a tolerance to be fixed. The proposal is to be studied further by a subcommittee of the television group.

"The U. S. at once stated that it would support this standard on a world-wide basis," Mr. McIntyre reported.

He regarded the proposal as "one of particular merit" which "may well yet result in achieving a world standardization of lines and frames." His report asserted:

The significance of the line frequency concept, to replace the two standards of number of lines per picture and number of frames per second, is that all countries adopting the new suggested standard would be enabled to change, at will, the number of lines per picture and the number of pictures per second. Thus future needs, or changes in public taste, could be met without rendering existing receivers obsolete.

Moreover, in areas where direct program interchange is possible and is desired, a line frequency standard would permit receivers to operate on transmissions from all countries adopting this standard, irrespective of whether the lines and frames in use in these countries may be different.

This standard would permit of a single world system of television. For interchange of programs transmitted from one country to the receivers in another, other common standards, such as negative or positive modulation, FM or AM for sound, side bands, and composition channel location carriers, must be adopted. (The continental European countries are desirous of reaching agreement on these points. A sub-group . . . under the chairmanship of Dr. W. Gerber of Switzerland will study these questions at the CCIR headquarters in Geneva in the near future.)

Standards Vary

The nations which indicated agreement on the use of 625 lines and 25 frames, with a 7 mc bandwidth, were Belgium, the Netherlands, Switzerland, Austria, Sweden, Italy and Denmark. Other views on channel width: U. S., 6 mc; France, 14 mc; the United Kingdom, 5 mc.

Members of the U. S. delegation to the conference:

Mr. McIntyre; K. A. Norton, Bureau of Standards, vice chairman; Miss Florence Trail, State Dept.'s Telecommunications Policy Staff; Donald S. Parris, Commerce Dept. and the following industry advisors: Donald G. Fink, editor of "Electronics"; David B. Smith, vice president and chief engineer of Philco Corp. and James P. Veatch, RCA Frequency Bureau.

WGN-TV CENTER

Opens Project at Fair

WGN-TV Chicago opened its Chicago Fair TV Center July 1, less than 10 days after the idea for the center was first discussed by the station's staff. When the musical variety show *Come To The Fair* took the air on schedule at 7 p.m. that day, the station claimed a record for engineering, programming and construction efficiency.

Center has seats for 300 observers, who are permitted to watch rehearsals as well as actual performances. All of the station's daytime programs, except baseball, will originate at the fair for three months. Station has signed an exclusive five-year contract [BROADCASTING, June 26] to operate the center adjacent to a pavilion where manufacturers exhibit TV sets. About 20 sets are turned on throughout the program day.

TV PROBLEMS NOT NEW

Confronted FRC in '28

By RUFUS CRATER

FCC'S PRESENT television troubles may be the worst it has confronted in the visual field, but they're not the first by at least 22 years.

Records of the old Federal Radio Commission show that as long ago as 1928 one of the agency's fundamental TV problems—even as now—was allocations.

The terms were somewhat different then, with references to "television broadcasting" and "picture broadcasting," the latter being used to denote the transmission of still pictures. The pioneers also were more hopeful of achieving television with a minimum of frequencies; they spoke of 10-kc channels—of which the present 6-mc channel could accommodate 600.

The nature of the problem of those days is reflected in an Aug. 16, 1928, "Opinion of the General Counsel," written by Louis G. Caldwell, FRC's first general counsel and now a prominent Washington radio attorney.

It deals with a proposal of WRNY, a 500 w station which was owned by the Experimenter Publishing Co. and located at Coytesville, N. J., to use a portion of its time on 920 kc to transmit television.

Mr. Caldwell's opinion reported that, according to his information, ordinary receivers would "give forth only various kinds of squeaks and noises when tuned to the channel." For the few specially constructed sets which could "make any pretense toward receiving television," the best possible results to be expected would be "a very crude and shadowy reproduction of the spectacle transmitted."

Opposed AM Band Use

Mr. Caldwell, who opposed the 10-kc channel concept, recommended against permitting television to operate within the broadcast (AM) band. He based his recommendation on the belief that such operations would not be permissible under the International Radiotelegraphic Convention, which was due soon to become effective. He approached the question thus:

> **The first question . . . that is presented and must be answered is whether radio transmission of television is "broadcasting". . . . I believe that the Commisson would have full power to adopt a definition of "broadcasting station" which either would or would not, include television.**
>
> **I am of the opinion that no station should be permitted to transmit television in the broadcasting band; that the Commission will have no power to permit such a transmission if the International Convention becomes effective, and as a matter of policy should not do so prior to that date.**

Mr. Caldwell also found other things to be considered, though he thought them "academic, in my opinion, because of the definitions contained in the Convention."

One of these was the definition which showed that the communications covered by broadcasting must be "intended to be received by the public." He wondered whether the TV proposal could meet that test "if only a few persons can possibly get the benefit of such reception."

He also wondered whether the public interest, convenience and necessity would be served "if only a few persons are given the benefit of any amount of time or use of one of the comparatively few channels devoted to broadcasting, when so many other persons who are equipped to receive audible programs are deprived of the use of the channel, and instead receive unpleasant and disagreeable noises."

But, he continued:

"If this latter question were all that were involved, I should be inclined to think that transmission of television would be just as much in the public interest as the communications of amateur stations and experimental stations, which are recognized at present."

Opinion Saw Future for TV

The opinion concluded that "television is apparently in a late stage of experimental work and is on the threshold of becoming practical." It held that "the Commission therefore would have the power . . . to recognize it as serving the public interest, convenience or necessity, although it might very properly decide that it had best take place not in the broadcasting band, but in some other band such as those assigned to experimental work."

The Commission later—on Oct. 31, 1928—adopted General Order No. 50, which permitted experimental "television broadcasting and picture broadcasting" within the broadcast band on a purely temporary basis. The order provided that other frequencies above 1500 kc would be designated in the future.

Used 10 kc Band Width

Order 50 made plain that television operation within the broadcast band must meet these conditions: (1) That the band used should not be wider than 10 kc, and (2) that such broadcasting be limited to not more than one hour per day during hours other than those between 6 p.m. and 11 p.m.

A little more than four months later, on Feb. 18, 1929, after negotiation of an executive agreement with Canada, Cuba and Newfoundland, the Commission adopted regulations which authorized continuance of experimental television broadcasting between 1 a.m. and 6 a.m. only in accordance with General Order 50. The regulations specified use of 2000-2200 kc, 2750-2950 kc, and also 2200-2300 kc on condition of non-interference with services of other North American stations.

The Third Annual Report of the Commission listed some 28 experimental licenses and permits issued for visual broadcasting between July 1, 1928, and Nov. 1, 1929. The Second Annual Report, prepared about November 1928, said "a few broadcasting stations" had been allowed to experiment with television in the broadcast band, and included this prophetic note:

"The recent advances in television threaten to create serious problems."

INSTEAD of the ordinary "one minute please" signal which is used when something happens to put television temporarily out of commission, WFMY-TV Greensboro uses this photo. The photo is made into a slide including the caption: "We're trying!" The trouble-shooters are (l to r, standing): Doyle Thompson, WFMY-TV technical director; Lowell Wagner and Herb Clark, engineers. Underneath is Engineer Norman Sanders, using a bit of muscle to steady the camera.

TOPS ALL MEDIA

Strotz Tells Industry Group

"TELEVISION stands head and shoulders above any other advertising medium devised by man," in the opinion of Sidney N. Strotz, NBC administrative vice president in charge of Western Division. Mr. Strotz addressed the convention of the National Industrial Advertisers Assn. in Los Angeles.

Mr. Strotz

The new medium, he said, not only has the advantages of the spoken word, immediacy, illustration, and many others held by other media, but the further important advantages of motion, dramatization, visual demonstration that other media lack.

Shows Sales Effectiveness

Offering proof of television's selling power, Mr. Strotz demonstrated a portion of the recent NBC-Hofstra study of the medium's sales effectiveness. He showed TV's acceptance by the American public by stating set ownership figures—from 10,000 in 1941 to over 6,278,000 at the present.

"Just as industry found radio broadcasting an ideal medium for fostering good-will and public understanding," he concluded, "with television's even greater potentialities for doing this same necessary task far better, I feel certain that industry will not be long in making full use of this newest and most effective of advertising media."

WJAC-TV LINK

AT&T Makes Connection

A DIRECT network television connection for WJAC-TV Johnstown, Pa., effective June 30, has been announced by the American Telephone & Telegraph Co.

Two wires extend from Pittsburgh to the AT&T relay station at Troy Hill, Pa. From there the video signals go by radio relay to Johnstown. The new connection will give WJAC-TV its own selection of programs going East and West through the Pittsburgh control center.

XUM

KFMB-TV
CHANNEL
8

Telefile:

KFMB-TV Enjoys One-Outlet Market With Unique L.A. Tie-in

WHEN the Academy of Television Arts & Sciences in Hollywood made its annual awards Jan. 27, the 25,000 TV set owners in San Diego, who have but one local television station, didn't seem the least bit surprised that 10 of the 15 winning programs were being seen over KFMB-TV that city.

The ratio did cause some eye-lifting within the trade, however. It spotlighted Jack Gross Broadcasting Co., operator of KFMB-AM-FM-TV, as a pioneer in Southern California television as well as in standard and FM radio.

Like other one-station cities, San Diego has access to many kinescope features representing competitive networks. But unlike other cities, San Diego has been afforded a unique satellite position to the seven Los Angeles TV stations through a quirk of nature and precise engineering which make direct pickup of Los Angeles telecasts plausible without use of microwave relay or coaxial cable.

Full Schedule

Thus, since it first started telecasting on May 16, 1949, KFMB-TV has provided full schedules of up to 50 hours weekly, combining local live programming, films and network kinescopes with a wide variety of relays from KTLA KECA-TV KTTV KLAC-TV and KNBH Los Angeles.

The satellite operation has not precluded any abundance of local programming, nor is it a one-way deal, Jack O. Gross, president and general manager of KFMB-TV, points out. Of major interest in Southern California was the recent debut over KFMB-TV of Jai Alai games from the Tiajuana, Mexico Fronton, now a regular Saturday night feature and the first international show regularly seen on video. This series, "fed" up the coastline and re-broadcast simultaneously by direct pickup, also was a regular Saturday night feature over KLAC-TV Los Angeles, some 120 miles distant, for 13 weeks.

Personnel-wise, a compact staff of 22 persons has been organized since KFMB-TV went on the air. This is independent of KFMB-AM-FM.

Ground was broken for the building, transmitter and antenna installation on Feb. 25, 1949. Exactly 76 days later KFMB-TV was on the air with studio in operation. And in another month, the main studio was completed.

Much fanfare accompanied the inaugural program of KFMB-TV on the evening of May 16, 1949. It was practically a local holiday, with streets gayly decorated for the occasion. Each of the three local daily newspapers issued special editions. A lavish banquet, with some 400 prominent guests in attendance, was given by the city and county in cooperation with San Diego Chamber of Commerce. Mayor Harley Knox threw the switch putting on KFMB-TV's first program.

With ABC national and regional executives and Hollywood name talent participating, plus a remote salute from Klaus Landsberg, vice president and West Coast director of Paramount Television Productions, and general manager of KTLA in Hollywood (the first San Diego re-telecast) KFMB-TV was launched with a six day, 24-hour per week program schedule.

Mr. Gross, who at 43 has spent 28 years in radio, approached television as a veteran station operator. From executive positions with Louisiana and Texas stations, he had gone to KFWB Hollywood in 1938 as commercial manager. In 1943 he purchased KFMB and in February 1948 he moved it from 1450 kc to 550 kc, with an increase from 250 w to 1 kw power. Shortly before, he had put KFMB-FM on the air as San Diego's first FM station. At that time he applied for a television permit, and has been the only one to receive a grant in San Diego to date.

TV rates have been substantially increased since KFMB-TV first started operating. Present rate card No. 2, which went into effect last Jan. 1, based on studio and film transmissions, lists the hourly one-time rate at $300.

Other time segments on a one-time basis are as follows: 30 minutes, $180; 20 minutes, $150; 15 minutes, $120; 10 minutes, $105; 5 minutes, $75; one minute announcement $37.50.

The basic rate includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. It also includes programs and announcements relayed from a Los Angeles TV station or network.

Community Stress

Knowing his local market as an intensely civic-minded community, priding itself on being outside the orbit of Los Angeles, Mr. Gross has built KFMB-TV on a firm community service basis in which he has sought cooperation from and offered facilities to every phase of the city.

Through its news, forum and special events programs, KFMB-TV has brought before cameras everyone from back-country Indians to vacationing celebrities; from an amateur "astronomer" who had photographs of flying saucers to experts from the famed Palomar Observatory; and from tent meeting evangelists to ministers of congregations numbering thousands of members. The major requirement is that the person or program be of particular interest to San Diego.

For his program coordinator, Mr. Gross brought from KTSL (TV) Hollywood, Alvin G. Flanagan, who served as program director for KDKA Pittsburgh and as producer of WOR New York before going to the West Coast.

Thornton Chew, who had joined the engineering staff of Don Lee Television, Hollywood, in April 1941, left his post as engineering supervisor of KTSL (TV) to become vice president in charge of engineering for Jack Gross Broadcasting Co. Mr. Chew had carried on his research in wartime as a commander in the Design Branch of the Electronics Division, Bureau of Ships, Washington, D. C.

Commercial manager of KFMB-TV is William O. Edholm, who is also sales director of KFMB. Mr. Edholm started his radio career in 1933 with WJAG Norfolk, Neb. In 1937 he joined Central States Broadcasting System, becoming general sales manager seven years later. In 1948 he joined the KFMB organization.

Bill Fox, who came to KFMB-TV from KSYL Alexandria, La., is production manager.

Immediate acceptance of television as a sales medium by San Diego advertisers is indicated by the fact that the station's initial program schedule was 50% sponsored. This proportion increased in the fall of 1949 when Walt Tufford, RCA-Victor TV distributor, launched a three-hour, five-day afternoon program of film, local public service and remotes to become one of the nation's first large daytime TV advertisers.

At that time, the operating schedule of KFMB-TV jumped to 42 hours including afternoon and evening each day except Saturday. Sixth afternoon was bought by Grand Stores, San Diego department store.

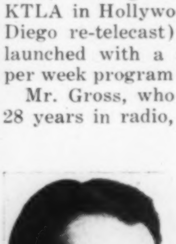
Now 39 Hours Weekly

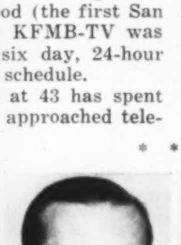
KFMB-TV currently is on the air 39 hours weekly. Approximately 30% of this time is studio or remote; another 30% is kinescope recording, with 25% film and 15% direct pickup from Los Angeles TV stations.

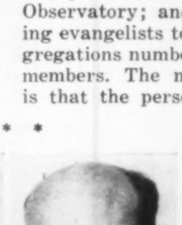
One of the most successful programs on KFMB-TV is the locally produced *People in the News*, a nightly quarter-hour show sponsored by J. R. Townsend Co., San Diego Studebaker distributor. Based on a program idea suggested by Mr. Gross, the show features Harold Keen, veteran newsman, interviewing local persons who had figured in the day's headlines.

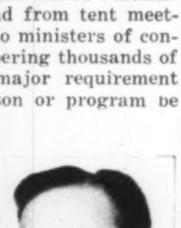
For San Diego advertising agencies and merchandisers, this program has been an eye-opener,

* * *


Mr. Flanagan


Mr. Chew


Mr. Gross


Mr. Fox

according to Mr. Gross. Use of slides and film to pitch auto sales is topped each evening with a "Television Special," a used car priced down to the video audience only. The car dealer remains open for 90 minutes following the telecast and has reported four out of five featured cars each week sold either that same night or the following morning.

Local sponsors have been quick to adapt the station's satellite operations to their needs, declares Mr. Gross. The Academy Award winning *Time for Beany* is sponsored locally by Sunbeam Bread which provides its own commercials during fade-outs from the Los Angeles sponsor's plugs. Pitched by an initial order of 8 million bread wrapper bands, the program is paying big dividends to the San Diego sponsor as well, executives of that firm state.

Hoffman Radio & Television has reported heavy sales due to its half hour *Hoffman-Hi-Time*, a talent show which each week features youths from different San Diego County schools, competing for prizes and Hollywood appearances. Four hundred studio tickets for each show are distributed by local Hoffman dealers.

Commercial Manager Edholm declares that enthusiastic response from spot purchasers is an old story at KFMB-TV. To illustrate, he cited sale of 14 Iron-Rite ironers, at $239 each and traceable to two one-minute spots; a surge of 500 persons within an hour after opening of the Grand Stores, for a lipstick giveaway announced the previous evening; and steady response to car refinishing spots.

Technical Units

Technical operations of KFMB-TV, operating on Channel 8 (180-186 mc), are divided between two locations. The transmitter and non-live program sources—film, slides, and receivers for networking Los Angeles stations—are located on Mount Soledad, 1,040 feet above the Pacific. Live studio and remote programs originate from facilities in the Hotel San Diego at Broadway and State Sts., in downtown San Diego.

The General Electric 5 kw transmitter feeds a six bay antenna. Also installed in the transmitter building is a General Electric film camera chain. Picture sources are two GE Synchrolite 16mm motion picture projectors, a GE Baloptican opaque and transparency 3" x 4" slide projector and a dual purpose 35 mm strip film or 2" x 2" transparent slide projector. Special receivers, developed by Mr. Crews, at this location pick up programs from affiliated Los Angeles television stations, and an RCA 7000 mc microwave receiver completes the studio-transmitter link.

Studio facilities in the Hotel San Diego include one 25′ x 40′ stage, a control booth, shop and property rooms. A large adjoining dance-banquet room is shared for presentation of audience participation programs. Key lighting is obtained from two banks of eight slim-line fluorescent lamps each. Full lighting and back lighting are provided by clusters of four or five reflector floodlamps, and for model lighting, 1000 w Fresnelite lamps are used.

Video equipment is comprised of a DuMont two-camera image orthicon chain of portable type. A General Electric audio console, mixing two turntables with the studio and announce microphones, comprise the audio program facilities at this point. All program continuity is directed and announced from the studio control booth over an especially designed and engineered intercom system which extends throughout the studio to the transmitter, 10 airline miles away.

Experiments in daytime scheduling of KFMB-TV, though successful, have been put aside pending enlargement of studio facilities, because of the necessity of afternoon rehearsal. A 12 hour a day programming schedule at KFMB-TV, however, is not far away, Mr. Gross assures.

Cites Survey

As proof that the station has come of age, KFMB-TV cites a recent impartial survey of San Diego TV habits made by Woodbury College in Los Angeles. Survey indicated that KFMB-TV dominates the video field in the former area despite available reception of Los Angeles telecasts.

Acknowledging that San Diego's lone station carries network and independent programs, many of which are seen over Los Angeles outlets, Woodbury pollsters discovered in 1,000 home-to-home calls that San Diego viewers prefer, three-to-one, to watch KFMB-TV. San Diegans were found by the survey to watch KFMB-TV an average of 30.8 hours per week. Technically, KFMB-TV blankets San Diego County with a near-perfect signal, the survey revealed.

KFMB
KFMB-TV
is
on the Air

SAN DIEGO's Mayor Harley Knox pulled the switch starting KFMB-TV at the May 16, 1949 dinner, while Owner-Station Manager Jack Gross (l) and Paul Mowrey look on. Mr. Mowrey, then ABC national director of television, is now national director of TV program sales.

TUNER FOR FM

Developed by S.M.A. Co.

DEVELOPMENT of a television tuner providing reception of the 88-108 mc FM broadcast band at relatively low cost was disclosed to Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce, in a letter sent last week by S. M. A. Co., Chicago. A similar letter was sent to NAB President Justin Miller.

S. M. A. Co. said the tuner increases cost of TV receivers with a split-sound TV chassis only $2. The inter-carrier chassis would require slight modification but total cost would still come within the NAB $3-$5 estimate, it was added. The NAB has endorsed inclusion of FM facilities in TV tuners.

National Assn. of Educational Broadcasters last month urged Chairman Johnson to recognize problems facing the FM medium and declared failure to include FM tuners in television receivers is "short-sighted" and "criminally negligent."

WPIX(TV) Names Forker

APPOINTMENT of Victor E. (Buck) Forker as advertising manager of WPIX (TV) New York was announced last week. Mr. Forker had been in charge of program promotion since he joined WPIX in April 1948. Previously he was associated with the National Advertising Art Center.

KSTP-TV STRIKE

Station Seeks Injunction

THIRD request by KSTP-TV Minneapolis-St. Paul management for an injunction against the International Brotherhood of Electrical Workers (IBEW) is being considered by Minneapolis District Court after turning down the first two pleas.

Station management, asking for a restraining order on picketing because actions are "in violation of state's anti-secondary boycott law," lost a decision the second time early this month. Manager Stanley Hubbard, in this third attempt, charges that IBEW technicians' picketing is illegal. He is reported to have charged that several women bystanders, who stuck hatpins into non-union men passing through the picket line, were hired by the union. IBEW claims it has no control over actions of onlookers.

Previously, the judge at both hearings for a temporary injunction said pickets could carry banners wherever television equipment owned by the station was installed preparatory to use. This applied to remote telecasts as well as to those emanating from the station's studios. Union men were ordered to stop picketing whenever such equipment was removed from remote sites.

The American Federation of Musicians continues to back up claims of the IBEW, which has been on strike since early April after months of negotiations [BROADCASTING, April 10, April 17, May 15, June 19].

'LIVE' ACTORS

SAG Would Waive Claims

NEW challenge was given Television Authority by Screen Actors Guild last Wednesday when the guild told the group to "proceed immediately" in negotiating improved wages and working conditions for performers in live television shows.

The guild's statement, addressed jointly to TVA and television network management, said that because of "existing deplorable conditions for performers in live television," SAG would waive any rights or claims it might have in pending NLRB proceedings regarding actors in live television, provided that TVA and the networks start immediately on contract negotiations for such performers.

Guild has accused TVA of delaying negotiations with networks and live TV performers because it is attempting to impose control over actors in telecast motion pictures.

Stating there were "no strings" in its offer, SAG said that while it would appreciate a reciprocal offer from TVA for negotiations in the telecast motion picture field, its proposal was "not contingent" upon such an agreement with the live talent group.

Alabama's

WAFM-TV has mail-map coverage in 4 states, including 39 of Alabama's 67 counties . . . an area of 573,000 families. Estimated set ownership by late summer — 20,000.

only

One year old last month, WAFM-TV has the only "live" TV cameras in Alabama. An average 30% of our weekly schedule is *local live* TV programming.

"live"

Network shows, too. The pick of CBS-TV programs soon will be on WAFM-TV "live" . . . because the cable comes to Alabama on September 30, 1950.

TV

Production of all kinds is available: complete facilities for film, slide and studio programs; mobile TV unit for coverage of all local sports and special events.

station

WAFM-TV is Alabama's *first* TV station—first on the air, first in programs, facilities and popularity. For Alabama's best TV buy . . . use

WAFM-TV

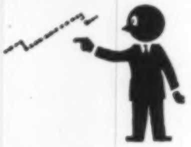
"Television Alabama"

CHANNEL 13 — BIRMINGHAM

CBS-TV and ABC-TV

REPRESENTED BY
RADIO SALES

telestatus



TV Hits Movies in Chicago

(Report 119)

CHICAGO movie houses are losing $41.20 in admissions per year from each TV family, showing "when TV goes in, the family stays in." This is the conclusion of MacFarland, Aveyard & Co., Chicago, which has completed a survey of TV viewing habits in 600 "average" Chicago homes.

Grownups attend movies one-fourth as much as they did before a TV set was installed, the survey shows, and children have cut down movie attendance by 50%. Adults watch television all evening, with an average of about four hours, almost every (6.3) night. The survey concludes that this leaves only 36 nights a year for adults in the family to take part in outside activities.

With TV viewers becoming stay-at-homes, the agency found that adults and children attended the movies less—27 and 22 times, respectively, per year—since they started watching television. "Assuming two adults and two chidren" in the TV family, the survey estimated that each additional TV set sold means loss of an additional 54 adults and 44 children's admissions per year to the movie business.

Researchers at the agency used 40.1 cents as the average admission price, with 60 cents for adults and 20 cents for children. Movies appear to be hurt more by current TV purchases than by those bought earlier. Set owners of more than a year say movie visits have been cut down 24 per year, while those who have bought sets during the past year have eliminated 30 admissions.

People still like and want movies, but they prefer to see them at home, the survey discovered. Sixty-four percent of the interviewees said they would pay for movies in the home on a box-office basis; 12% said they would not and 24% were undecided. Among those giving yes or no answers, 84% said they would support pay-as-you-see television. (Phonevision, a development of Zenith Radio Corp., Chicago, would operate this way. Zenith is a MacFarland, Aveyard account.)

Viewing Increased

"Waiting for the novelty of television to wear off is wishful thinking, and the steady improvement in television programs is more than offsetting any novelty factor," according to the report. Half of the owners queried said they watched TV more than when the set was new, while 30% view the same number of hours. Among those owning sets less than one year, 2.2 persons reported increased viewing for each one reporting less. Among those with a set more than a year, 3.1 persons said they watched more programming for every one reporting a decrease.

Of those giving a definite answer on the effect of television on other forms of entertainment (exclusive of movies), 52.6% said they attend sporting events more often than before. Same attendance was reported by 9.7%.

Adults said they cut radio listening by 55%, contrasted with a 75% drop in movie attendance.

* * *

Long Distance Reception Reported by WKY-TV

NUMEROUS instances of long range reception of WKY-TV Oklahoma City during June have been reported by the station. On June 23 the station received reports of reception in Port Angeles, Wash., and Jamestown, N. Y., about 1,60 and 1,145 airline miles distant, respectively. The Kaye Halber television plant in Culver City, Calif., reportedly picked up both picture and sound on sets being tested on the assembly line. Other reports also were received from Canada, Indiana, Virginia, West Virginia, Pennsylvania, Ohio, Florida, Maryland, New York, Oregon, Michigan, Wisconsin and Georgia during the month. The WKY-TV antenna is 966 feet above ground.

* * *

Pulse Reports On June Televiewing

LATEST reports from The Pulse, Inc. show *Texaco Star Theatre* as the leading once-a-week television program in six of the eight cities covered. Pulse television ratings

(Continued on Telecasting p. 1

Weekly Television Summary—July 10, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,350
Ames	WOI-TV	11,200
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	172,820
Binghamton	WNBF-TV	15,200
Birmingham	WAFM-TV, WBRC-TV	15,000
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	390,762
Buffalo	WBEN-TV	98,082
Charlotte	WBTV	17,331
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	519,086
Cincinnati	WCPO-TV, WKRC-TV, WLWT	130,000
Cleveland	WEWS, WNBK, WXEL	234,796
Columbus	WBNS-TV, WLWC, WTVN	71,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	56,740
Davenport	WOC-TV	11,447
Quad Cities Include Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	67,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	36,050
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	56,740
Grand Rapids	WLAV-TV	35,337
Greensboro	WFMY-TV	12,479
Houston	KPRC-TV	27,261
Huntington-Charleston	WSAZ-TV	13,340
Indianapolis	WFBM-TV	55,000
Jacksonville	WMBR-TV	10,500
Johnstown	WJAC-TV	23,100
Kalamazoo-Battle Creek	WKZO-TV	31,024
Kansas City	WDAF-TV	35,793
Lancaster*	WGAL-TV	48,518
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	563,466
Louisville	WAVE-TV, WHAS-TV	34,1
Memphis	WMCT	40,6
Miami	WTVJ	29,2
Milwaukee	WTMJ-TV	114,6
Minn.-St. Paul	KSTP-TV, WTCN-TV	95,6
Nashville	. . . .	2
New Haven	WNHC-TV	81,8
New Orleans	WDSU-TV	27,7
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,360,0
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	19,6
Oklahoma City	WKY-TV	30,3
Omaha	KMTV, WOW-TV	24,5
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	508,0
Phoenix	KPHO-TV	10,8
Pittsburgh	WDTV	108,0
Portland, Ore.	. . . .	9
Providence	WJAR-TV	62,1
Richmond	WTVR	37,6
Rochester	WHAM-TV	41,9
Rock Island	WHBF-TV	11,4
Quad Cities Include Davenport, Moline, Rock Island, East Moline		
Salt Lake City	KDYL-TV, KSL-TV	19,8
San Antonio	KEYL-TV, WOAI-TV	19,6
San Diego	KFMB-TV	40,1
San Francisco	KGO-TV, KPIX, KRON-TV	60,2
Schenectady Albany-Troy	WRGB	82,7
Seattle	KING-TV	30,3
St. Louis	KSD-TV	135,5
Syracuse	WHEN, WSYR-TV	47,6
Toledo	WSPD-TV	49,0
Tulsa	KOTV	29,2
Utica-Rome	WKTV	16,5
Washington	WMAL-TV, WNBW, WOIC, WTTG	143,0
Wilmington	WDEL-TV	37,8

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,364,2

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric compa and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY BALTIMORE 3, MARYLAND

"Responsibility to the Community"

"In Video-happy Baltimore, WMAR-TV won the distinction of becoming the first sight station in nation to outrank all AM stations in its market . . . In rolling up ratings, WMAR-TV did not overlook public service and came up with two important PS series, "Slums" and "Atomic Report" . . ." from *VARIETY'S* 1949-50 plaque award for "Responsibility to the Community." WMAR-TV's efforts in this respect are continuing . . .

BALTIMORE SALUTES ITS NEIGHBORS

Baltimore pays tribute to its smaller neighbors in a new series, "BALTIMORE'S NEIGHBORS", presented by WMAR-TV, the *Sunpapers* television station, on Sunday nights.

Each week, a complete half-hour segment is dedicated to a particular Maryland town. Talent appearing on the show is recruited exclusively from the city being saluted. In addition, hundreds of feet of motion picture film are made by WMAR-TV's newsreel unit, picturing the life and the history of the community.

The first community saluted was historic Ellicott City. Talent included a 36-piece band and a 20-voice choir. Citizens of Ellicott City formed a motorcade of more than twenty automobiles to transport the group to Baltimore.

The second of Baltimore's neighbors to be saluted was the fast-growing seat of Baltimore county, Towson. Recently announced census figures show that the population of Towson has increased in the past ten years from 21,000 to 40,000.

"BALTIMORE'S NEIGHBORS" will continue as weekly WMAR-TV feature through the summer. Other communities to be saluted include Dundalk, Chestertown, Bel Air, Catonsville, Annapolis, Glen Burnie, Pikesville, Essex and Reisterstown.

SOAP BOX DERBY

The excitement, color and thrills of Baltimore's Soap Box Derby will be brought to Baltimore televiewers on Saturday, July 15, from 1 to 3 p. m. by WMAR-TV, Sunpapers Television in Baltimore.

As approximately 125 boys from 11 to 15 years of age race their home-made cars against each other over the East Baltimore course, three WMAR-TV cameras will follow them down the hill to victory.

Each age group, 11 to 12 years old and 13 to 15 years old, will have its own series of elimination contests, three cars to a heat. Before the telecast goes off the air, a champion of each group will have been picked, and a grand champion of the Soap Box Derby will have been crowned.

Sponsors of the Derby are the Chevrolet Dealers of Baltimore, and the the Baltimore Sunpapers.

Later the grand champion and his family will be guests on WMAR-TV's program, "Soap Box Derby Champion". Prefaced by a fifteen minute film of the race, made by motion picture camera units of WMAR-TV, the awards to the speed king will be made. From there it'll be "good racing" as the lad turns to Akron, Ohio, and the National Soap Box Derby Championship on August 13.

DEDICATION OF FRIENDSHIP AIRPORT

Four Zoomar lenses, a Reflectar with a 40 inch focal length, plus the usual assortment of ordinary optical goods were used by WMAR-TV, *The Sunpapers'* television station in Baltimore, in covering President Truman's activities dedicating the new Friendship International airport here on June 24th.

Just completed at a cost exceeding $16,000,000, the airport will handle world air traffic for both the Baltimore and Washington areas.

WMAR-TV did the honors both "live" and on film.

The "live" show—this station's 727th remote—ran for four and a half hours. Two electronic cameras were on a special stand directly in front of the President's rostrum. A third was on a pier of the airport building, affording an over-all picture of the scene. WMAR-TV used Zoomars on two of these cameras and the Reflectar—TV's newest and most powerful lens—on the third.

In addition, a sound-film record of portions of President Truman's speech was integrated with a documentary-type treatment of the historic event, and the film unit used its two 16mm Zoomars in this coverage which was seen on the CBS Television Network Sunday night.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

XUM

PRODUCTION TIPS

BAB Gives Commercial Hints

BAB's latest publication, "Production Pointers for More Effective Television Commercials," is a down-to-earth elementary guide for TV broadcasters, advertisers, agencies, program producers and anyone else interested in or concerned with getting an advertiser's message onto the video screens.

Material, supplied by Richard L. Linkroum and John A. DeMott of the CBS TV production staff, includes such helpful hints as how to emphasize the visual difference between milk and cream (add a pinch of turmeric to the cream), how to make beer foam whiter (add bicarbonate of soda), how to make flowers fresher (spray with water to which a little ink has been added).

For 22 types of advertisers, material also includes instructions for producing general effects of rain, snow, night, etc., and for making titles.

Charles A. Batson, now head of NBC's TV department, edited the work in his capacity then as assistant director of BAB for TV. NAB member stations will get one copy of "Production Pointers" without charge, and can get extra copies at $2.50 each. For others, the price is $4 a copy.

'BREAKFAST CLUB'

Philco, Swift Sign for TV

PHILCO CORP., Philadelphia, and Swift & Co., Chicago, will sponsor half-hour segments of *Breakfast Club* on TV, which debuts with Don McNeill and his regular AM cast Sept. 6 on ABC-TV network. Philco, Swift and General Mills, which share AM sponsorship five mornings weekly, have been given options on the TV time.

If General Mills, which has until tomorrow afternoon (Tuesday) to decide, sponsors a half hour, clients will alternate, with two each week. The show will be telecast Wednesday, 8-9 p.m. CDT, from Chicago. Agencies: Philco, Hutchins Advertising, Philadelphia; Swift & Co., J. Walter Thompson, Chicago; General Mills, Tatham-Laird, Chicago.

WCPO-TV Burlesque

RIVALRY between Cincinnati's WCPO-TV and WLWT (TV) was emphasized a fortnight ago when WCPO-TV burlesqued the other outlet's *Get on the Line*, giveaway show with the telephone gimmick. Spoofing WLWT, WCPO-TV presented *Get Off the Hook*, billing it as "the giveaway show to end all giveaway shows." Station reported that many viewers who missed the burlesque have requested a repeat performance.

reel takes

JOSEPH BETZER

BECAUSE Sarra Inc. sells "ideas along with the film" for television commercials, Joseph Betzer spends more time on a 20-second spot than on a two-reeler. Director of film planning for Sarra, Chicago—which means he creates and coordinates sales on television, slide films and motion pictures—Joe is convinced that the best TV commercials provide motivation "but will never solve the entire sales problem alone."

"The primary rule of all advertising is still to know your audience," and this is the main reason why Sarra retains a fulltime business psychologist on its staff. He and Joe confer closely on the impact sought by the client and that which he actually gets after the job is completed.

Joe Betzer has been at Sarra's Chicago office eight years, the last two as director of film planning. Before that he was scenario editor. He works with 40 persons in a 3½ story mansion on the city's near North Side. The house, built by Henry Field (brother of Marshall Field) some 70 years ago, offers a wealth of facilities for production needs.

The top floor, originally a private theatre with a large stage, dressing rooms and a balcony, has been converted into a shooting stage which can accommodate four crews simultaneously. The stage is a carpenter shop, and three sides of the balcony have been removed, leaving the fourth for storage space. Two other studios are used also.

Headquarters in Chicago

Headquarters of the film unit is in Chicago (other offices are located in New York and Hollywood), and this is where Joe directs TV work for clients, including Santa Fe Railway, Pure Oil Co., Pepsi Cola, Bulova, Swift & Co., Miller High Life, Amurol, Chrysler, Toastmaster, O'Cedar, Taystee, Gold Seal Co. and Blatz Brewing. A series of spots created for Universal Gas Range recently were the only video commercials to be cited for excellence in the 1950 Chicago Federated Advertising Club Awards competition.

Joe blends a knowledge of show business, music, writing, production, acting and living into his work. Born in Buffalo, N. Y., he lived there until 1939. In the early '30s he did announcing and acting at WGR and WKBW there.

While writing and producing shows for the radio division of the New York Dept. of Education, he announced at WEBR, handled station publicity and wrote straight news and features for the *Buffalo News*. The paper, which owned WBEN and later bought WEBR, hired him as publicity director for both stations, put him in charge of news at each and gave him commentary duties. Later, to make the monopoly complete, Joe became radio editor of the paper.

Mr. BETZER

* * *

In 1939, with war looming, Joe transferred his writing and production efforts to motion pictures, working as a civilian on training and motivation films produced by the Army Air Forces at Wright Field, Dayton, Ohio. There, putting out films that were "drier than dust" at first, he matched brains with such people as Hal Roach and William Saroyan, along with dozens of top-ranking Hollywood writers and producers. When the AAF unit was disbanded in 1941, he went to Sarra.

Joe is married to the former Ruth Steffan of Buffalo, "a schoolteacher who still teaches me things every day." His wife is in charge of the trend check department at the A. C. Nielsen research firm, handling the final analysis of radio and television data before it is published.

Basic Factors Stressed

Some of his conclusions after working in the TV medium four years: "We believe in creeping before we walk, which is why we keep the organization small and specialized to give individual attention; film work is not one person's business but that of a lot of good creative people working together; you have to stick to basic appeals in all filming, and these appeals are emotional; the quality of regional and local spots should be just as high as that in commercials telecast nationally."

Insistent on quality production, Joe believes too many advertising film budgets are underset. "You do a client a disservice if you take his money and give him a mass-produced, poor-quality commercial. With only a few seconds to sell, we can't afford to have inferior quality. Television people are learning what the movie people have had to learn, and that is that long after the budget is forgotten the picture on the screen is still there. If it isn't good, everybody suffers."

WANAMAKER'S

Buys Daytime Show on TV

CLAIMED to be one of largest daytime television contracts ever written for a department store, John Wanamaker's last week signed for 1½ hours daily, Monday-Friday, on WCAU-TV Philadelphia, the station announced.

Agreement was completed by Lamb & Keen Inc., Philadelphia agency which handles all TV advertising for the store.

Agency, which said program details are still to be completed, also will produce the show and plans to combine shopping news, entertainment and public service features in "a complete new manner."

Wanamaker's is the third Philadelphia department store to contract for time over WCAU-TV. Lit Brothers sponsors the weekly *Lit's Have Fun*, hour-long variety show Tuesday morning, while N. Snellenburg & Co. sponsors *Snellenburg's TV Jamboree*, hour-long, daily live remote each afternoon from the department store.

CTI STOCK

16,000 New Shares Approved

COLOR TELEVISION Inc., San Francisco, contestant with RCA and CBS for FCC approval of a color TV system, will put a new stock issue on the market during the next few weeks, Arthur S. Matthews, CTI president, has announced.

Mr. Matthews announced the company had received permission from the California Corporation Commission to issue 16,000 new shares of Class A stock. The stock will be offered through Hooker & Fay, San Francisco, at $10, and will be convertible share for share into common. It will be callable at $11. The new stock will be entitled to a 50-cent cumulative dividend and thereafter will participate equally with common stock.

NBC Clothes Bank

TO AVOID the awful possibility that an actor on NCB-TV might appear in shoddy tailoring, the network last week announced it was organizing a "clothes bank" of latest men's fashions. The Men's Fashion Guild will supply a complete and up-to-the-minute wardrobe to NBC, replenishing such articles as pass out of style.

PHONEVISION

Zenith Tells FCC Decoder Offer Withdrawn

ZENITH Radio Corp. has told the FCC that, since the Commission obviously didn't approve, it has withdrawn its "contingent credit" offer to manufacturers for building Phonevision decoder outlets into their television sets [TELECASTING, June 5, 26].

The company said 11 other manufacturers had indicated an interest in installing the outlets but that none had said it planned to participate in the contingent credit plan, under which Zenith offered credits against possible future royalties.

The assertions were made by John R. Howland, assistant to Zenith President Eugene F. McDonald, in response to an FCC request for additional information. The Commission is holding up action on Zenith's request for additional time in which to start Phonevision tests, pending a decision on whether the company has over-promoted its pay-as-you-see TV system in violation of conditions laid down by FCC.

Mr. Howland reiterated that Zenith made its offer to manufacturers because "we believe that by installing the outlets, the public would be saved very substantial expense in the event Phonevision should be ultimately approved and put into operation." The cost of installation in the factory would be between 7 and 25¢ whereas the cost of adapting sets later would be "substantially greater," Mr. Howland noted.

The Commission feared that Zenith's action would mislead the public into thinking that Phonevision has been or will be authorized, and pointed out that in authorizing the tests FCC specified that such an impression should not be created.

Cites Earlier Letter

Mr. Howland reminded FCC that Zenith had said, in an earlier letter, that it would withdraw its offer "if the Commission felt that it is not in the public interest for us to continue to suggest to our competitors that they help protect the public by equipping their sets to accommodate Phonevision if and when it is approved. . . .

"Your letter . . . is a clear indication that the Commission does not approve of our suggestion to our competitors. . . . Accordingly, we are today notifying all television manufacturers to whom we [made the offer] that such offer of ontingent credit is withdrawn."

Mr. Howland pointed out, however, that the outlets themselves re not patented and that "any levision manufacturer is entire- free to install such outlets with- t the payment of any royalty to nith and irrespective of any ggestion from Zenith that they so."

He said Zenith will not encour- the installation of such out- by any means, "although we eve that our suggestion that outlets be installed was and

*

still is in the public interest."

He said the following manufacturers have indicated interest in installing the outlets: General Electric Co., Emerson Radio & Television Co., Magnavox, Stromberg-Carlson, Stewart-Warner Corp., Crosley Div. of Avco Mfg. Co., Colonial Div. of Sylvania Corp., Industrial Television Inc., Wilcox-Gay Corp. and Hoffman Radio Corp. One other "major" TV manufacturer, he said, also indicated interest but asked that the fact be kept confidential.

Mr. Howland said some of the companies have conferred with Zenith and asked for detailed information on which to make cost estimates; that Zenith has modified TV sets of two manufacturers and installed outlets to demonstrate their feasibility; and that one of the firms indicated a desire to have several sets equipped with outlets and decoder units for demonstration during the Phonevision tests.

No Agreements Made

No other arrangements or agreements have been made with any of these manufacturers, he said.

Under the contingent credit plan, Zenith had offered to grant credits at the rate of 25¢ for each set equipped with a decoder outlet, the credit to apply against future royalties of 50¢ per set when and if Phonevision is approved and if the manufacturers then wish to obtain a license under Phonevision patents.

The decoder outlets, it was explained, are means of "making accessible by a plug connection or similar means those points of the television receiver circuit to which various types of Phonevision decoder units may require access in order that the set and decoder may function."

Zenith's Phonevision test, scheduled to be held in Chicago for a 90-day period, was originally authorized to start Feb. 8. Zenith is asking that the start be delayed until Oct. 1. Mr. Howland said this is "the date on which we expect that the moving of our television experimental station to its new authorized location and the installation of certain new equipment in said station will have been completed."

CBS Leases Theatres

CBS has announced leasing of Town Theatre and Peace House, both in New York, for conversion to television studios. Both will be the biggest stage areas under CBS-TV control in New York. Remodeling is scheduled by mid-September.

CONFERENCE between personnel of CBS and KSL-AM-FM-TV Salt Lake City, held in the Utah capital, finds C. Richard Evans (r), general manager of the stations, telling of TV's progress there to (l to r): Ralph Patt, Detroit manager, CBS spot sales division; Sam Cook Digges, Chicago manager, CBS TV spot sales; Ivor Sharp, executive vice president, Radio Service Corp. of Utah (KSL); Richard Elpers, Los Angeles manager, CBS spot sales; Lamont Thompson, San Francisco spot sales; Lennox Murdoch, director of KSL-TV operations; Frank McLatchy, sales manager, KSL-AM-TV, and George Dunham, eastern sales manager, CBS TV spot sales.

Record Sale

WHAT Westinghouse believes to be the largest single order for television receivers ever sold by a retail dealer has been made by Wick's Electrical Living Shop, Westinghouse electric appliance, radio and TV dealer in Berkeley, Calif. The firm, through W. E. Wickliffe, president, has sold 607 sets for installation in all homes to be built in Tareyton Village, new development in the residential suburbs of Oakland. Delivery will begin in mid-August, according to L. K. Devlin Jr., district radio and TV manager for Westinghouse Electric Supply Co.

MITCH'S TV PITCH

Admen To Hear BAB Dir.

MAURICE B. MITCHELL, director of NAB's Broadcast Advertising Bureau and creator of "Mitch's Pitch," basic sales story of radio, will introduce the "Mitch's Pitch of Television" at the July 11 luncheon of the Advertising Club of Washington, D.C., in the Statler Hotel.

For the first time, Mr. Mitchell will tell the basic story of TV, titled "Television: 20th Century Tool for Advertisers." His presentation will be a report on the fundamentals of the medium and how these can be used to move goods and sell services.

WTVJ (TV) Miami, Fla., claimed record for results when orders for telecast product ran to $3,594 at end of half-hour film show sponsored by Natural Foods Institute of Olmstead Falls, Ohio.

THEATRE VIDEO

Sullivan Cites FCC Stand

CLARIFICATION of FCC's position in its anticipated theatre television proceeding was made by Gael Sullivan, executive director of Theatre Owners of America, in releasing last week his exchange of correspondence on the issue with FCC Chairman Wayne Coy.

Mr. Sullivan explained he had been assured by Chairman Coy that FCC does have authority to allocate channels exclusively to theatre TV use if sufficient public interest is met. Chairman Coy also told the theatre executive there is no present inclination on the part of FCC to vacate telecasters from the VHF and make these channels available to other services, but rather to open up the UHF to add new room to the existing structure. Mr. Sullivan said the FCC chairman could not give a specific date when the theatre TV hearing might get underway but indicated TOA is hopeful it will before the end of this year.

Mr. Sullivan said he had written Chairman Coy on these three topics because considerable confusion had arisen in that industry regarding the FCC's position on the issues.

'Black Screen' TV

A CAMBRIDGE, England, firm has announced development of "black screen television." The unit is so named because the dark areas of the TV picture are for the first time rendered really black, the firm claims. A plastic filter is mounted in front of the cathode ray, heightening picture image contrasts on the screen and cutting out flicker and eyestrain, the announcement said.

Telestatus

(Continued from Telecasting p. 8)

for the period June 1-7 in the cities covered follow:

BOSTON

Once-A-Week Shows

	Program Average Rating	
	June	May
Texaco Star Theatre	57.8	60.4
Godfrey & His Friends	52.8	55.5
Saturday Night Revue	47.9	44.0
Toast of the Town	44.0	46.8
Stop The Music	41.8	48.3
Red Sox vs. Chicago	40.9	
Super Circus	38.5	
Red Sox vs. Chicago	36.4	
Red Sox vs. Cleveland	35.4	
Suspense	34.5	

Multi-Weekly Shows

	Program Average Rating	
	June	May
Baseball	29.3	22.1
Camel News Caravan	24.0	24.8
Howdy Doody	23.8	24.2
Lucky Pup	22.7	23.2
Small Fry Club	21.8	21.8
Song Hits (6:45)	20.9	21.6
Mohawk Showroom	19.5	23.3
Kukla, Fran & Ollie	19.3	21.7
Godfrey & His Uke	18.5	17.2
Song Hits (7:15)	16.4	18.2

CINCINNATI

Once-A-Week Shows

	Program Average Rating	
	June	May
Texaco Star Theatre	45.0	56.1
Godfrey & His Friends	38.9	40.8
Reds vs. New York	38.4	33.8
TV Teen Club	35.8	36.8
Reds vs. New York	38.1	
Toast of the Town	34.1	
Cavalcade of Stars	33.4	31.8
Reds vs. Boston	32.5	35.5
Dugout Dope	31.5	
Know Your Fans	31.5	

Multi-Weekly Shows

	Program Average Rating	
	June	May
Baseball	32.0	29.5
Captain Video	21.2	24.0
Six Gun Playhouse	20.8	20.9
Six Gun Theatre	18.4	19.5
Howdy Doody	13.3	15.6
Home Theatre*	12.0	
Paul Dixon's Music Shop**	11.8	13.3
Camel News Caravan	11.0	12.8
Kukla, Fran & Ollie	10.9	14.4
Mohawk Showroom	10.2	12.7

* 13.2 Mon.-Sun.
** 12.2 Mon.-Sat.

CLEVELAND

Once-A-Week Shows

	Program Average Rating	
	June	May
Godfrey & His Friends	58.0	59.1
Texaco Star Theatre	50.4	50.5
Toast of the Town	45.4	42.1
Godfrey's Talent Scouts	45.0	43.8
Stop the Music	43.9	46.9
Super Circus	43.0	36.9
Silver Theatre	38.3	
Blind Date	36.0	
Ford Theatre	33.8	35.8
Wrestling	33.5	39.7

Multi-Weekly Shows

	Program Average Rating	
	June	May
Captain Video	21.5	20.0
Howdy Doody	18.9	18.1
Magic Cottage	18.5	18.8
Kukla, Fran & Ollie	17.5	19.3
Small Fry Club	16.6	17.3
Cactus Jim	16.1	
Uncle Jake	16.0	18.7
Camel News Caravan	15.6	18.5
Mohawk Showroom	15.3	16.5
Lucky Pup	13.9	16.5

DAYTON

Once-A-Week Shows

	Program Average Rating	
	June	May
Stop the Music	52.2	56.5
Godfrey & His Friends	46.5	49.2
Toast of the Town	45.7	49.5
Suspense	40.0	35.0
Hopalong Cassidy	39.5	39.0
Cavalcade of Bands	39.3	38.3
Wrestling	38.0	40.9
Ford Theatre	36.0	
Cavalcade of Stars	35.8	
Man Against Crime	33.0	

Multi-Weekly Shows

	Program Average Rating	
	June	May
Reds Baseball	24.4	20.6
Dayton Indians Baseball	21.8	
Mohawk Showroom	19.8	21.5
Camel News Caravan	19.6	23.3
Captain Video	19.5	17.3
Kukla, Fran & Ollie	19.5	25.3
CBS-TV News	18.5	18.4
Howdy Doody	16.4	21.0
Magic Cottage	15.7	20.5
Snarky	14.1	

LOS ANGELES

Once-A-Week Shows

	Program Average Rating	
	June	May
Texaco Star Theatre	31.4	30.1
Hopalong Cassidy	24.7	29.8
Alan Young Show	24.5	
The Movies	23.9	25.3
Toast of the Town	21.9	23.6
Suspense	21.0	
Movietown: RSVP	20.8	24.5
Fred Waring	20.5	23.1
Godfrey & His Friends	20.1	21.4
Triple Theatre	19.3	
Star Spangled Revue	19.3	

Multi-Weekly Shows

	Program Average Rating	
	June	May
Time for Beany	17.9	18.4
Cowboy Thrills*	15.5	17.1
Baseball	14.6	17.6
Handy Hints	11.7	14.7
Cyclone Malone	10.5	9.6
Newsreel (10 p.m.)	9.1	9.9
Wheeler & Rourke	8.0	
Here's Hawthorne**	8.4	
Newsreel (7 p.m.)	7.9	10.6
Newsreel (7:30 p.m.)	7.8	

* 14.8 Mon.-Sat.
** 8.0 Mon.-Sat.

NEW YORK

Once-A-Week Shows

	Program Average Rating	
	June	May
Texaco Star Theatre	53.6	62.3
Godfrey's Talent Scouts	30.6	40.2
Toast of the Town	30.2	41.4
The Goldbergs	29.2	44.2
Saturday Night Revue	28.6	34.2
Studio One	27.3	34.7
Godfrey & His Friends	26.8	30.6
Yankees vs. Chicago	26.1	
Philco TV Playhouse	25.5	32.2
Stop the Music	23.6	

Multi-Weekly Shows

	Program Average Rating	
	June	May
Howdy Doody	16.8	22.4
Yankee Baseball Games	15.8	19.8
Captain Video*	11.6	14.4
Children's Theatre	10.5	10.8
Camel News Caravan	10.1	12.2
Junior Frolics**	10.1	13.6
Kukla, Fran & Ollie	9.7	11.6
Lucky Pup	9.4	13.3
Wendy Barrie	8.0	
Mohawk Showroom	7.2	

* 11.5 Mon.-Sat.
** 8.9 Mon.-Sun.

PHILADELPHIA

Once-A-Week Shows

	Program Average Rating	
	June	May
Texaco Star Theatre	57.3	62.0
Godfrey & His Friends	48.5	52.9
Godfrey's Talent Scouts	43.5	50.8
Toast of the Town	42.1	46.4
Stop the Music	41.5	41.6
Kraft TV Theatre	34.4	
Fireside Theatre	31.3	
Ford Theatre	31.3	
Philco TV Playhouse	30.5	
Silver Theatre	30.3	

Multi-Weekly Shows

	Program Average Rating
	June
Frontier Playhouse*	28.0
Athletics Baseball Games	27.7
Howdy Doody	24.4
Kukla, Fran & Ollie	18.5
Hollywood Playhouse	14.2
Godfrey & His Uke	13.5
Camel News Caravan	13.1
Mohawk Showroom	12.8
Judy Splinters	11.7
Girl Next Door	11.7

* 24.5 Mon.-Sun.

WASHINGTON, D. C.

Once-A-Week Shows

	Program Average Rating
	June
Texaco Star Theatre	42.8
Toast of the Town	42.4
Godfrey & His Friends	40.8
Fred Waring	31.4
Senators vs. Detroit	28.1
Godfrey's Talent Scouts	26.3
Senators vs. St. Louis	25.9
Senators vs. Detroit	25.6
Aldrich Family	24.8
Stop the Music	23.9

Multi-Weekly Shows

	Program Average Rating
	June
Baseball	22.2
Kukla, Fran & Ollie	16.4
Howdy Doody	14.5
Camel News Caravan	13.8
Mohawk Showroom	13.7
Judy Splinters	13.0
Frontier Theatre*	10.8
Captain Video**	10.2
Circle 4 Roundup	10.1
Lucky Pup	10.0

* 11.0 Mon.-Sat.
** 10.2 Mon.-Thu.-Sat.

Hits the SPOT with Your SPOT Sponsors

Acme Telephoto's
HOT
SPOT
Service for TV

HERE'S SPOT appeal for both viewers and sponsors . . . *20-SECOND* and *1-MINUTE* television spots, including HOT news, SPOT pictures and your client's message. . . . Spots that hold audience interest through station breaks, available hourly with newspictures hot off the Telephoto wires. . . . Completely produced in local Acme bureaus, ready to go on the air.

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Other timely, trouble-free TV picture shows produced by Acme Telephoto, all 5 minutes daily, on 35-mm. filmstrip, balop cards or in print form:

NEWS WEATHER BASEBALL WOMEN

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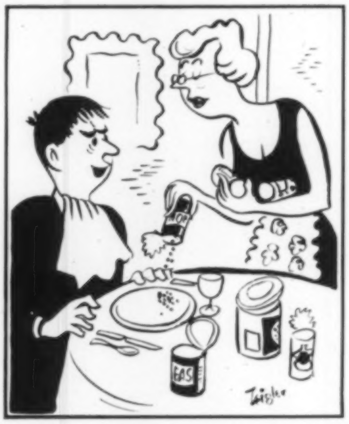
ACME TELECTRONIX
Division of NEA Service, Inc. 1200 W. Third St. Cleveland O.

Te-Ve



Drawn for TELECASTING by John Zeigler

"Have a tough day at the TV set, dear?"

'WHO'S AFRAID?'

'Fortune' Looks at Vid

TELEVISION has fulfilled t promise it gave of being the grea est commercial novelty since t development of radio, and now t question is what impact this powe ful new medium is having on othe industries, particularly those wi which it appears to be in more less direct competition.

This opinion of TV's impact competitive entertainment is co tained in an article titled "TV- Who's Afraid?" which appears the July issue of *Fortune* magazin The article points out that in spi of arguments that TV is destin to make radio obsolete, the radi industry only recently reached t crest of its career.

Citing the difficulty in gettin "a line on television," the artic said the average owner has ha his set for only about six month "No really consistent pattern habits and preferences, nor of d vision of time and money betwe TV and other forms of entertai ment, has yet been discovered," was stated.

Film cutter-editor wanted for TV department Washington, D. C. station. Only experienced men with good picture judgment need apply. $275 to start. Send picture and full qualifications first letter. Box 709F, BROADCASTING.

SET COMPLAINTS

N. Y. BBB Plans Standards

RISING public complaints over advertising and sales practices of a minority of TV set dealers and servicemen in metropolitan New York has started a campaign to elevate standards within the industry, and to educate the public in respect to present limitations of TV reception.

A meeting of 900 TV dealers, called by the city's Better Business Bureau on June 28, heard representatives of manufacturers, distributors, dealers, service organizations and the metropolitan press pledge the cooperation of their respective groups.

The bureau's president, Hugh R. Jackson, reported 233% increase in complaints concerning radio and TV in the first five months of 1950, as compared to the same period in 1949. "Yet the number of television sets in use in this area during the same period increased by only 10%," he said.

To correct abuses within the industry, the bureau presented a set of standards for advertising, selling and servicing of radios, television and home appliances. To inform the public of the limitations of TV reception, the bureau presented a booklet, "Things You Should Know About the Purchase and Servicing of Television Sets."

Copies are available to manufacturers and distributors for public distribution at 7 cents a copy in lots of 25, or $50 per 1,000 copies. Individuals may purchase copies for 10 cents. All requests should be addressed to the Better Business Bureau of New York City.

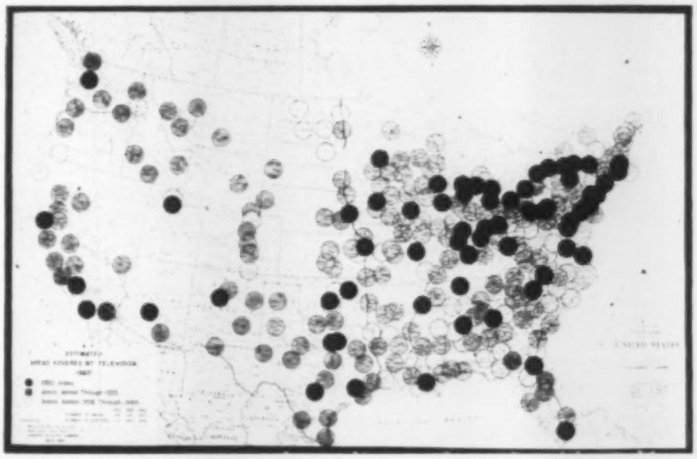
Robert C. Sprague, president of Radio-Television Mfrs. Assn., told the group "the board of directors and the membership of RTMA are fully behind the broad objectives of this organized program."

KMTV Drops DuMont

KMTV (TV) Omaha will resign its affiliation with DuMont Television Network in September, coincident with interconnection of radio relay and coaxial cable facilities, Owen Saddler, KMTV general manager, has announced. KMTV also is affiliated with ABC-TV and CBS-TV. Mr. Saddler said that "doing business with a third network would be untenable unless we cancelled almost all our local programs." He cited surveys tending to prove that local productions "are more popular than any network feature we have carried to date."

TV production assistant, experienced, for Washington, D. C. station. Salary 300-$350 depending on background and ability. Excellent future for good idea man with real creative talent. Send picture and full qualifications in first letter. Box 708F, BROADCASTING.

Estimated Areas Covered by Television 1950



Black circles—1950 areas
Semi-black circles—areas added through 1955
White circles—areas added 1956 through 1960

	1950	1955	1960
Number of Areas	64	241	297
Number of Stations	109	523	666

WSAZ-TV RELAY

FCC Grants Private Link

PRIVATE intercity TV microwave radio relay was granted to WSAZ-TV Huntington, W. Va., by FCC last Thursday to pickup programs from all three Cincinnati TV stations.

In granting the private link, FCC noted that regular AT&T facilities would not be available until late 1951 or in 1952. The authorization was made conditional upon the Commission's policy to permit private relays to operate until such time as regular common carrier service can be obtained. FCC indicated the link should not have to be operated more than two years and reminded WSAZ-TV to consider this in amortizing its investment.

One relay facility was granted to operate on 2025-2042 mc with visual power of 10 w while another was granted to operate on 895 mc with aural power of 10 w. The relay will be located in Greenup County, Ky. near Portsmouth, Ohio. WSAZ-TV, in operation since last November, is assigned Channel 5 (76-82 mc). It is affiliated with NBC, ABC, CBS and DuMont TV networks.

Faught Study

BILLION DOLLAR QUESTIONS ABOUT TELEVISION. Prepared and published by The Faught Co. Inc., New York. 79 pp. $.25.

THIS is a pocket-size edition of what was first printed as a private study at $5 per copy. Now in its third printing, the documentary study of video includes chapters on thinking about television, its economic iron curtains, how will it fit into our national economy, its relation to advertising economics and a survey of several socio-economic segments of society (education, sports, the movies, etc.) as they pertain to the medium.

Sign SDG Pacts

APEX FILM Corp., and Roland Reed Productions, both of Hollywood, have signed television producer's contracts with Screen Directors' Guild of America. Producers, under contract agreement, can secure services of film directors on terms they can afford.

The '61 Market

(Continued from Telecasting p. 2)

ample, a large station would have ample studio facilities, full equipment for remote pickup. A small station would have the minimum facilities necessary for maintaining operation. The medium would, of course, fall in between the large and small.

The tabulation on TELECASTING p. 2 shows estimated growth of TV transmitting facilities over the 10-year period ending Jan. 1, 1961. The figures show stations to be added.

Church Resolution

GENERAL COUNCIL of the Congregational Christian Churches, meeting in Cleveland fortnight ago, passed a resolution calling upon the Senate Interstate Commerce Committee and appropriate committees of the House of Representatives "to investigate forthwith the problem of television programming with a view to appropriate legislation." Resolution also calls upon the FCC "promptly to move or revoke licenses where programs of indecent or harmful content have been, or are, being broadcast."

U. S. DEVICES Corp., South Plainfield, N. J., announces introduction of its new antenna rotator.

nothing but smiles under our umbrella!
ABC
CBS
DTN
NBC
SOUTH HAVEN
BATTLE CREEK
GRAND RAPIDS
MUSKEGON
HOLLAND
KALAMAZOO
LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER
WLAV
AM-FM-TV
REPRESENTED BY
JOHN E. PEARSON CO.
GRAND RAPIDS
DETROIT
THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM
WLAV-TV
GRAND RAPIDS, CHANNEL 7

XUM

SAFE TEST

KPIX Brings Lok-Tite Sales

THE SALES power of TV has been effectively proven for a safe manufacturing concern that bought a 15-minute test program on KPIX (TV) San Francisco and found people lined up to buy safes at the start of business the following day.

The Lok-Tite Safe Co. of Oakland took over one-time sponsorship of KPIX's *What's on Your Mind* show, a mentalist act conducted by Sandy Spillman, the station's program director who also is an amateur magician. Show was built around Mr. Spillman's reading of the contents of an envelope secured in a Lok-Tite Safe, with the safe prominently displayed, discussed and demonstrated throughout the act.

The following day, the safe manufacturer reported, seven people were waiting to buy safes when the store opened for business. A building contractor placed an order for 75 safes shortly after the doors opened. All said they had been introduced to the safes and sold on the idea of buying during the KPIX telecast. Other customers and prospects, interested through the TV showing, continued to come, the company reported.

New TV Sets

ALLEN B. DuMONT Labs and RCA Victor introduced new television models in New York showings last week. Highlight of the DuMont line, shown at a national distributor sales convention in the Pierre Hotel, was a 30-inch direct-view receiver, providing a "home-movie" size picture. Tube will be ready for delivery in September, DuMont officials announced. No price has been set yet. At a dealer showing in the Barbizon-Plaza Hotel, RCA Victor presented a new line of 18 TV models, said to be $40 to $225 lower than previous receivers.

NON-TECHNICAL brochure (Form 2R-6301) describing RCA's TV antenaplex system, has been published and is available on request from Sound Products Section of RCA Engineering Products Dept., Camden, N. J.

ATLAS FILM CORPORATION

* * *

ESTABLISHED 1913

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CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

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Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

CONSULTING on plans for developing multiple antenna facilities for five separate New York TV stations on New York's Empire State Tower are (l to r) Dr. Frank G. Kear, Kear & Kennedy, consultant representing the Empire State Bldg.; C. W. Lyon Jr., executive vice president, Empire State Bldg., and W. W. Watts, vice president in charge of RCA's Engineering Products Dept. The super-antenna project, contracted by RCA, Empire State Inc. and NBC, is planned to provide facilities for WCBS-TV, WABD (TV), WJZ-TV, WPIX (TV), WNBT (TV) and WNBC-FM, WJZ-FM and WCBS-FM.

EDUCATION GOAL

Walker Urges Early TV Action

THE next few months will be crucial months for the educators insofar as their participation in radio and television is concerned and it is imperative that the educator now make plans so that he can make an impressive claim for a part of the radio spectrum for educational television.

This opinion was voiced by Paul A. Walker, vice chairman of the FCC, speaking last Thursday at the fourth annual Institute of Radio-Audio-Visual Education at the Massachusetts School of Art in Boston.

Discussing "New Goals in Educational Radio and Television," Comr. Walker said educational planning groups such as the Boston institute should also carry on an aggressive campaign to inform educators all over the country of the potentialities of educational FM and television and urged that they take immediate advantage of the opportunities which are available to them.

Pointing to FM as a teaching aid, Comr. Walker said: "Many educators tell us that they are waiting for further commercial FM development and the availability of more sets before they build their own stations. I don't think they ought to wait. I think they should do their part to put programs on the air and give people an incentive to purchase FM sets. However, there is no question that an acceleration of commercial FM sets would help the educational stations."

Turning to the tape recorder, he said its possibilities as a teaching aid are just beginning to be tested. "This device is solving the dilemma of how schools can integrate into their classroom teaching and at their own convenience the programs they desire from both commercial and non-commercial broadcasting. Much of this valuable material has therefore been lost to the schools. . . . Tape recording opens up exciting new vistas for the exchange of the cream of educational material between schools all over the nation."

On the international scene, the Commissioner observed, the struggle to reach men's minds via radio is daily increasing in momentum and intensity.

Comr. Walker noted that a group of senators has proposed a vast expansion of the Voice of America's broadcasting program envisioning a "Marshall Plan of Ideas." This, he said, would be a worldwide network to carry the American message into "every radio receiver in the world." Another proposal before the Senate, he stated, would supplement the Voice of America with the "Vision of America"—a system of worldwide TV networks.

"In these crucial days since President Truman ordered our forces into Korea," Comr. Walker declared, "this whole matter of peoples understanding peoples is brought more sharply into focus. We are made to feel more strongly than ever that if people everywhere could know and understand the story of American democracy and of the sincerity of our intentions, we would make long strides toward improving the chances for an orderly world."

BATSON REJOINS

Dawson Resigns NAB Po

CHARLES A. BATSON, for t last year assistant director Broadcast Advertising Bureau New York, returned to NAB Was ington headquarters Monday director of the Television De He succeeds G. Emerson Markha resigned [TELECASTING, June 26]

Mr. Batson directed NAB co pilation of data on construction a operation of TV stations, based a nationwide study, and conduct TV clinics at the 1948 NAB distr meetings. He is slated to cond clinics at many of the distr meetings which open in Seat Aug. 14 [BROADCASTING, July 3].

James Dawson, for three yea assistant director of public affa at NAB, resigned last week. Dawson had gone to NAB fr WFBC Greenville, S. C., where had been director of public inter programs and news editor. had served four years in the Nav retiring with rank of command

ENGINEERING DATA

Helt Book Details Phas

PRACTICAL TELEVISION ENGINE ING. By Scott Helt. New York: Mur Hill Books Inc. $7.50.

THE WORKINGS of televisi from components through tra mitting and receiving, are explain fully for manufacturing and sa engineers, broadcast technicia students and technical workers the electronic field.

Mr. Helt is connected with t Research Division of Allen B. D Mont Labs. and is instructor charge, principles and practice television, at Columbia U.

Theoretical and practical aspec are covered in a plainly writt style, with circuits, constructi and performance of all parts the television system explaine Specific topics covered inclu lenses, lighting, tubes, oscil graphs, camera tubes, synchron ing generators, video amplifie regulated power supplies and lated items.

Farm Video

MAL HANSEN, farm director at WOW-AM-TV Omaha, seems to be "WOW-ing" farmers within TV range of the city, according to Bill Wiseman, station's research director. Mr. Wiseman reports that a rural route mail carrier check shows WOW-TV serves at least 5% of nearly 45,000 farm homes in its 60-mile range. He estimates that 2,300 farm families who now view WOW-TV shows own almost 10% of total TV sets in area. Check also revealed TV antennas visible from highways along 18 typical rural mail routes in six Iowa, five Nebraska and one Missouri counties.

TELEVISION INDEX
Sener To Report on Survey

RESULTS of a recent Television Index project conducted in Los Angeles by the U. of Southern California, Los Angeles, will be discussed and demonstrated Tuesday at a meeting of the Television Committee of Los Angeles Chamber of Commerce by William H. Sener, head of USC radio department who supervised the survey.

Mr. Sener will show by charts and various breakdowns what the survey showed on "how much of what is appearing on television." Information will include TV trends, rating of live versus filmed shows, most prevalent commercial techniques, most widely used program themes and formats.

L. A. INVESTMENT
Gock Cites TV Growth

TELEVISION investments in Southern California now exceed $200 million and the industry employs in excess of 6,500 persons with total annual payroll of $22 million, A. J. Gock, president of Los Angeles Chamber of Commerce, disclosed last week. Mr. Gock also is chairman of board of the Bank of America.

"Never has any new enterprise hit Los Angeles as hard, as fast and with such widespread benefits," he declared.

Making his disclosures in connection with the celebration of "Television Month" which ends July 15, Mr. Gock pointed out that $170 million had been expended by 565,000 residents for TV receivers during the past three years. He quoted estimates from the Electric League of Los Angeles to the effect that set ownership will reach approximately 750,000 by the year's end.

Citing other figures, Mr. Gock declared that in excess of $12 million in capital investment has been expended by the seven Los Angeles TV stations.

FLYING SAUCER?
WHAS-TV Shows Films

PREMIER showing of flying saucers—if such things do exist—was presented June 28 by WHAS-TV Louisville on the station's regular local newsreel. Moving pictures of a disk that so far has defied official explanation were shown on the WHAS-TV news at 6:30 p.m. and again on the sign-off news.

Films of the "saucers" were taken by Al Hixenbaugh, staff photographer for the *Louisville Times* and freelancer for WHAS-TV. Mr. Hixenbaugh got the shots while out on a TV news assignment. Mr. Hixenbaugh reported he suddenly heard a noise overhead, looked up and saw the circular shaped object. He shot about 40 feet of film after focusing his 16 magazine-loading camera at the disk as long as it stayed in sight.

film report

FILM production to start within 10 days on *Buster Keaton Show*, which recently completed live series over KTTV (TV) Los Angeles. Independent Hollywood producer to do filming. Half-hour prints will be offered to recently organized Hollywood television film syndication group . . . **Dusmet-Moore Productions Inc.**, Los Angeles, incorporates for production of radio, TV shows and motion pictures. **Larry C. Moore** is firm president; Frank Dusmet de Smours, vice president; Victor Mindlin, secretary; Maurice Levy, board chairman.

INS-Telenews sports review *This Week in Sports* being sponsored by **Hornung Beer** over **WGAL-TV** Lancaster, Pa. Agency: **Clements Co. Inc.**, Philadelphia. . . . **Whirlpool Corp.** (formerly 1900 Corp.), St. Joseph, Mich., to release four one-minute live-action film spots to distributors nationally in late August, through **Beaumont & Hohman**, Chicago. Films feature new automatic washer and dryer.

* * *

Don Mack, five years in production department of **Filmack Trailer Corp.**, Chicago, becomes sales manager. He will service accounts throughout Midwest. . . . **Carl Cotner**, musical director of CBS *Gene Autry Show*, named head of newly formed music department of **Flying A Television Productions Inc.**, Hollywood. . . . **Basil Wrangell**, producer-director of film shorts, becomes associate director, **Trio Pictures**, Los Angeles.

* * *

First of planned series of 13 TV film shows, *The Music World* completed by **Telco Productions**, Hollywood, in collaboration with **Normandy Productions**, same city. Program made up of interviews with singers, whose records are played and interpretations of different musical selections.

Head of Telco is **Al Gannaway**; **Paul Landers**, who directed sample film, is his associate. **William M. Morgan** is president of Normandy; **James F. Harper**, secretary-treasurer. Both firms have offices at 6331 Hollywood Blvd.

* * *

KTTV (TV) Hollywood has acquired TV rights to Italian made "Shoe Shine" film, from **United World Films**, New York. . . . **Dryer & Weenolsen Productions Inc.**, New York, radio-TV package firm, acquires full rights to "Sherlock Holmes." First series based on detective novels to be produced on film, shooting to begin in England in two weeks.

Atlantic Television Corp., new television production and distribution company, has been formed with offices at 130 West 46th St., New York. **Jacques Kopfstein**, now executive vice president of Astor Pictures Corp., elected executive vice president of new firm, and Fred Bellin, also of Astor, named secretary-treasurer. Detailed plans of company to produce in London, Rome, Paris and other foreign cities to be announced later.

Snader Telescriptions Corp., Hollywood, plans series of three-minute musical commercials. According to firm, forty pictures will be made during first month, schedule to get underway July 15. . . . **WNHC-TV** New Haven, under sponsorship of Narragansett Brewing Co., is telecasting INS *This Week in Sports*. WOI-TV Ames, Iowa, to start INS daily newsreel July 17.

Tel Ra Productions, Philadelphia, has concluded arrangements with **ABC** to produce *1950 Pro Highlight* series, covering six weekly games in National professional football league. Thirty-minute TV program has been sold by ABC to Sun Oil Co. for sponsorship on 14 ABC stations. **Harry Wismer** will do commentary.

DAYTIME VIDEO
'Sound' Move, Murphy Says

SUMMERTIME can be profitable for TV stations in point of viewers and revenue—in fact, summer hiatuses and daytime viewing bugaboos are a thing of the past for WLWT (TV) Cincinnati—according to John T. Murphy, television operations director for Crosley Broadcasting Corp.

Addressing the Louisville Advertisers Club, Mr. Murphy cited the experiences of the Crosley video outlets in Cincinnati, Dayton and Columbus and said that, contrary to accepted belief, an audience exists for daytime programming. He singled out the New York area where, he said, such programming is gaining a foothold.

WHBF-TV Publicized

SIGNALING the beginning of a regular schedule of telecasts by WHBF-TV Rock Island, Ill., July 1 [BROADCASTING, July 3], the *Rock Island Argus* published a special television section in its June 27 issue. Seven-picture spread, showing the outlet's 482 ft. tower, studio interior and personnel, including Station Manager Leslie C. Johnson, was printed on front page of the 24-page section.

TV PRODUCERS
Organize National Society

NATIONAL Society of Television Producers, merger of Television Producers Assn. of Hollywood and Independent Television Producers Assn. of New York, has been organized at simultaneous meetings of groups in New York and Hollywood.

Irvin Paul Sulds, acting president of the New York group, has been elected first national president.

Other newly-elected officers are Charles Basch, vice president; Arthur Ehrlich, secretary; Jack Levine, treasurer.

West Coast officers are: Michael Stokey, president; George Fogle, vice president; Gladys Rubens, secretary; Malcese Black, treasurer.

Elected to board of directors for New York area are Richard Gordon, Walter Armitage, Judy Dupuy, West Hooker, Oliver W. Nicoll, Martin Gosch and Sandy Howard. Mal Boyd, past president of Hollywood group, and Bernie Ebert, past executive president, elected honorary members.

James Lawrence Fly, former FCC Chairman, will serve as counsel for the New York group. Max Gilford, Hollywood, will act in similar capacity there.

WOW-TV Sports

WOW-TV Omaha, Neb., has announced it will carry direct the 1950 World Series over the new network relay, which is scheduled to begin service Oct. 1. In addition, the outlet announced it may carry all nine Nebraska U. football games, at home and away, as well as Sunday afternoon professional games.

Biggest Summer Show in Midwest TV . . .

"GET ON THE LINE"

Seven nights a week, viewers in the WLW-Television 3-station area are drawn to their sets by the prospect of winning the gigantic jackpot of over $1,000.00 in wanted merchandise — awarded for identifying a tune. This terrific show for summer selling still has a few participating sponsorships available — all in Class "A" time periods.

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

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allied arts

JOSEPH F. HARDS, manager London Library Service, forms **Music Assoc.**, 113 W. 42d St., N. Y. Firm will sell London Library records, heretofore leased to radio and TV stations.

DARREL W. HOLT, announcer-producer KFIO Spokane, Wash., to John Norman Productions, Houston, Tex., as executive producer.

BENSON & BENSON, Princeton, N. J. market research firm, announces new confidential service for its brand name audit called: "Check on the Penetration of Your Brand Name in TV versus Non-TV Homes." Service measures penetration and effect of brand names using TV for manufacturer and agency.

CYRUS S. KAUFFMAN, partner C. S. Kauffman & Assoc. (Marketing consultant), Washington, elected vice president Washington Chapter, American Marketing Assn.

Equipment . . .

GERALD E. NISTAL, editoral staff *Aero Digest* magazine, to advertising and sales promotion manager Radiomarine Corp. of America, N. Y., service of RCA.

EDWARD C. BONIA named sales director of John Meck Industries contract division. He will open offices in N. Y. soon.

L. M. SANDWICK, sales manager Magnovox, Ft. Wayne, Ind., to Scott Radio Labs., Chicago, as merchandising manager.

RAIMUND D. OSBORNE, with IT&T since 1928, appointed comptroller of Federal Telephone and Radio Corp., Clifton, N. J., succeeding **GEORGE T. SCHARFFENBERGER**, appointed assistant to **Gen. William H. Harrison**, president of IT&T and chairman of board of FT&R.

THOMAS J. BERNARD, manager of institutional promotion for RCA Victor, appointed assistant director of public relations in addition to his present duties.

JOHN L. BUSEY, president and director of General Electric Supply Corp., elected vice president of G-E Co. in charge of marketing policy. **WILLIAM S. GINN**, assistant sales manager of transformer and allied product divisions for G-E, appointed sales manager of division, succeeding **FRANCIS E. FAIRMAN Jr.**, appointed general sales manager for large apparatus divisions. **ARTHUR W. BARLING** named general sales manager of small apparatus divisions, and **HORACE ZIMMER**, N. Y. district manager of apparatus department, named manager of districts for department. He is succeeded by **FRANK A. FARON**, N. Y. industrial divisions manager.

SYDNEY J. MASS appointed advertising and sales promotion director of Jerrold Electronics Corp., Phila.

JOHN F. MYERS, manager Westinghouse Electric Corps.'s consumer product factory branches in Middle Atlantic district, elected president of board of directors of Westinghouse Electric Supply Co., N. Y., succeeding **DAVID M. SALSBURY.**

PENTRON Corp., Chicago, acquires assets and facilities **Sound Corp.**, same city. Management will be directed by present Pentron officers.

Technical . . .

EDWARD A. FAUBEL, assistant chief engineer WSTC-AM-FM Stamford, Conn., named acting chief engineer after resignation of **EDWARD M. MARKMAN** for reasons of health.

WESLEY PIKE, graduate Capital Radio Engineering Institute, Washington, to WASH (FM) that city as engineer.

WILLIAM H. KELLER Jr., chief engineer WEAD Decatur, Ga., father of boy, William III, June 26.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces self-contained, air-cooled TV transmitter (type TT-10-A) designed to provide low installation, operating and maintenance costs. New 5 kw unit has 5 kw visual and 2.5 kw aural power in three cubicles and can be operated on Channels 2 through 6.

ELECTRO-VOICE Inc., Buchanan, Mich., develops new coaxial two-way high-fidelity loudspeakers utilizing Radax principle to achieve maximum realism and economy.

WCPO Plans Expansion

EXPANSION program for almost doubling the building of WCPO-AM-FM-TV Cincinnati has been announced by M. C. Watters, general manager. Construction on the new wing, which will house offices, clients' rooms, audition rooms, and the main lobby, will begin within a month, Mr. Watters said. Plans call for all operations, including the commercial offices, to be located in the same building, he added.

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Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers

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Advertisement

From where I sit
by Joe Marsh

Watch Out For The Symptoms!

Laughed out loud when I first heard Hoot Davis was down with the Chicken Pox. Imagine a man of forty-five catching a kid's disease!

So I went to see him, armed with jokes about "second childhood" but forgot them fast when I got to his house. Hoot looked terrible and he had quite a fever.

While we talked, I come to think of how Chicken Pox is a lot like other "diseases"—diseases of the character, such as intolerance, self-righteousness or ignorance. They're excusable in children, but when they come out in adults they're ten times as bad—and can be mighty "contagious."

From where I sit, we should all watch out for the "symptoms"—little things like criticizing a person's preference for a friendly glass of temperate beer or ale. We've seen personal freedom wither away in other countries, when individual intolerance was allowed to get out of hand and become a nationwide epidemic.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

SHUMATE CITED

Gets Dr. Christian Award

GENE SHUMATE, sports announcer for KSO Des Moines, Iowa, has won the annual Dr. Christian Script Award, $400 prize given annually by McCann-Erickson Inc., New York, on behalf of Chesebrough Mfg. Co. Inc., New York, it was announced last week. Chesebrough sponsors the *Dr. Christian* show on CBS.

Mr. Shumate

The award, given for the best script submitted to the show starring Jean Hersholt, is the second Mr. Shumate has won in this contest. As sportscaster with KSO his duties have included dual coverage of Midwestern football games with CBS Sports Director Red Barber since 1946. The dual coverage experiment was launched by Mr. Barber when the Ohio State-Michigan and Illinois-Northwestern games were deciding the Big Ten championship and the conference representative in the Rose Bowl.

MGM ATTRACTIONS

Lists Additions, Renewals

MGM RADIO ATTRACTIONS, New York, has added the following new affiliates: WRGA Rome, Ga., WCOH Newnan, Ga., purchasing the hour *MGM Theatre of the Air, Story of Dr. Kildare, Adventures of Maisie, Crime Does Not Pay, The Hardy Family* (all one half-hour), *Good News From Hollywood, At Home With Lionel Barrymore* and *Hollywood, U. S. A.* (quarter hour programs); KXJK Forrest City, Ark., carrying *Maisie* and *Hardy;* WDLP Panama City, Fla., airing *Maisie, Hardy* and *Dr. Kildare;* WDMG Douglas, Ga., contracting for *Crime Does Not Pay* and KQV Pittsburgh, *Hardy.*

Renewal of *MGM Theatre* by KFI Los Angeles and the four half-hour programs by KICA Clovis, N. M., Intermountain Network's KALL Salt Lake City, KLO Ogden, KOVO Provo, KVNU Logan and KOAL Price, Utah, also have been announced.

Safety Seminar

NORTHWESTERN U. has invited midwestern radio and television staffs to attend a seminar on street and highway safety July 27-28 at the Evanston, Ill., school. Seminar, co-sponsored by the Medill School of Journalism and the Traffic Institute of Northwestern, will be part of the school's annual Summer Institute for Traffic Training which opens today and continues through July 28.

Party Line

LISTENERS TO WBAP Fort Worth's noonday newscast not only get their news American style but they also come in for Russian propaganda. When Bob Bassindale of the outlet's news staff tuned on Radio Moscow's shortwave broadcast, he found the comparison between the Russian version and U. S. wire service reports interesting. So WBAP technicians rigged an antenna on the TV tower and installed a receiver with connected wire recorder. Now listeners hear excerpts of Moscow's English language news on WBAP's noonday newscast.

On All Accounts

(Continued from page 10)

on two networks via Ford Bond shows for Bab-O.

The Fountain of Youth accou isn't the only thing keeping Jo Vollbrecht young. He has a love wife Ruth, and two childre Johnny 2 and Tiana 1.

John's radio philosophy is direct contrast to his boistero personality. He insists singi commercials and sound-effec plugs are on the way out temporarily anyway. "The straig spoken fact is the most power selling force in radio to-day," says. His own hard-hitting co mercials bear him out.

TV-wise, he wrote the worl first show starring a 10-foot al gator from St. Augustine Alligat farm and is now looking for client to buy his prize TV co mercial featuring a rattlesnake a visual sound effect. "An a tention-getter," he describes it.

John's ambition is to stay Florida and to build the agency the point where it can compe equally with those back in Ne York. If hard work and an exhaustible supply of origi ideas will do it, New York agenc may yet have to look to th laurels in Florida.

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THE PRESTO RC-10

New Rack Mounting Tape Recorder With 10½" Reel

These features distinguish the PRESTO RC-10 as the finest of its type available to broadcasters, recording companies, schools:

*3-motor drive mechanism

*Each reel driven by separate torque-type motor

*Separate record, playback, erase heads

*Constant tape tension to insure minimum wow or flutter

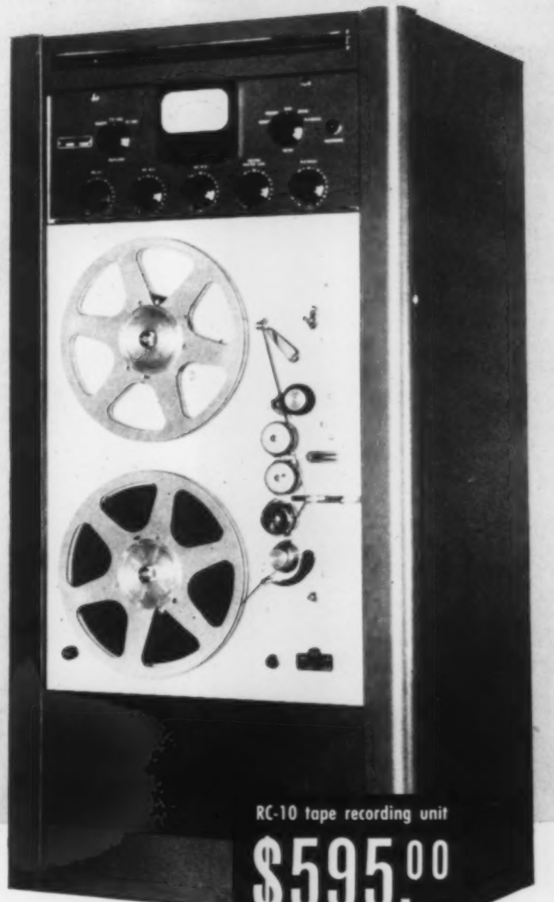
*Two speeds: 7½ and 15"/sec

*Fast forward and rewind speeds

*Frequency response to 15,000 cps.

*Takes 7" or 10½" reels

*Instantaneous speed accuracy



RC-10 tape recording unit

$595.00

Matching 900-A1 Amplifier: $350.00

This new PRESTO recorder is the *only* machine of its type and price available today. Answering the need of broadcasters and recording studios throughout the nation, the RC-10 is another precision product of the world's largest manufacturer of instantaneous recording equipment. This is your assurance that this machine, like all other PRESTO products, is built for maximum performance and years of satisfying service.

900-A1 Amplifier is recommended for use with the RC-10 tape recorder. This is the same basic unit supplied with the PRESTO PT-900 portable tape recorder.

PRESTO RECORDING CORPORATION
Paramus, New Jersey

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Canada
Overseas: M. Simons & Son Co., Inc., 25 Warren Street, New York, N. Y.

programs promotion premiums

TIMELY SCRIPT

WAVE Louisville scheduled *The 38th Parallel* immediately following President Truman's announcement U. S. support to South Korea June 27. Documentary show, written by Bill Hodapp, WAVE continuity editor, familiarized listeners with background information on Korea. Station reported receipt of numerous letters and telephone calls from area listeners in appreciation of drama.

SKIPPING JOY

WBZ Boston sends to trade jumping rope with miniature cardboard tree attached. Tree imprinted with message, "As reported in *Time* the kids around Boston jump rope to this ditty: 'Had a little radio, put it in a tree, only station I could get was WBZ.' The attached rope is to be used in jumping for glee after you use WBZ, with roots in great New England."

QUIET ANSWER

WBBM Chicago, *The Quiet Answer*, Mon. 8-8:30 p.m., CDST. Report to city on status of human relations there. Show result of six months research by WBBM documentary unit supervised by Perry Wolff, writer-producer. Based on civil, ecclesiastical declarations of man's equality in family of races, creeds and color.

PRIZE PROMOTION

WSRS Cleveland donated radio as prize to annual outing Cleveland Advertising Club. Gift was lettered "Radio is better than ever. Dial 1490 WSRS." Prizes displayed ten days at ad club headquarters.

ACCIDENT COVERAGE

WOMI Owensboro, Ky., June 18, had two exclusive, direct-from-the-scene, eye-witness broadcasts of race accidents. First accident getting spot coverage occurred at Tri-State Fairgrounds motorcycle races when official starter was struck by vehicle. Other mishap took place at Owensboro Speedway's stock car races as car crashed through fence, injuring driver. Both accidents and hospital follow-ups were covered by WOMI Announcer Walt Murphy and assistant, Hugh Potter Jr.

KDKA BARBECUE

KDKA Pittsburgh cooked some 800 lbs. of steer last month when 300-odd KDKA clients and advertising representatives were entertained at Westinghouse outlet's Third Annual Advertisers Barbecue in North Park. As memento, each guest received cigarette lighter engraved with red bull and words: "KDKA Barbecue—1950."

PRESENTATION AIRED

WTAM Cleveland last month paid tribute to Tom (Old Redhead) Manning celebrating his 25th year as sportscaster. Anniversary program was telecast over WNBK (TV), affiliate of WTAM. Bill Duggan, president of Cleveland Baseball Federation, made presentation of $1,000 Savings Bond to Mr. Manning.

CHARM CIRCLE

WSKB McComb, Miss., issues ladies' compact with map on cover showing outlet's listening area. Promotion piece also carries call letters of station with wording, "The Charm Circle of the South."

BABY SHOW

WMAL-TV Washington, *That's My Baby*, Fri., 7:30 p.m. Show is presentation of achievements of very young children. Parents bring children to studio. Prizes given youngest child who can walk, talk etc. Jackson Weaver m.c.

SUMMER NEWS

WGY Schenectady, N. Y., "Mike and Camera" house organ sent as promotion piece to listeners at New York, Massachusetts, Vermont, New Hampshire resorts. Piece is accompanied by letter and gives July and August program schedules. WGY points out promotion is answer to "summer hiatus—no listeners" problem.

BOB WELLS Holds AUDIENCE!

EXAMPLE of WEBR Buffalo's playing up the family angle is this picture of Bob Wells, station's disc jockey, and his daughter, Debbie. WEBR is using family shots of its top talent in sales literature and newspapers during current campaign.

ANNIVERSARY PROMOTION

WKY-TV Oklahoma City sends trade reprint from June 6 issue *Daily Oklahoman* and *Oklahoma City Times* celebrating station's first anniversary. Three-color page includes pictures of stars of ABC CBS Dumont and NBC networks seen on WKY-TV and shots of local shows and special events.

INDEPENDENT'S SCOOP

WLOW Norfolk, Va., independe reported scoring scoop on netwo and individual stations when broadcast stroke-by-stroke rep of recent PGA Golf Tournament Columbus, Ohio. Through WLOW Sports Director Mark Scott, s tion arranged with UP to supp information for six-hour broadca of tourney, with Mr. Scott doi reconstruction.

PUBLIC INTEREST PREMIU

WWDC and WTTG (TV) Was ington Sportscaster Bob Wolff h launched new project which he d scribes as "strictly for the kids He has authored *Bob Wolff Offic Scorebook* and is donating all r alties to Boys Club of Washingt and Junior Police and Citize Corps. Fans may obtain sco book by sending in 50 cents.

AIRS COUNCIL SERIES

WMBG Richmond, Richmond C Council series, 10:30 p.m. eve Monday. Public service, recor meetings of council and rebroa casts them same evening. Spec commentary covers legislation pr sented at meeting. Also broadca by WMBG's affiliate WCOD (FM

KTUL FOLDER

KTUL Tulsa, Okla., mails grey a brown folder to trade. Included BMB trend of radio listening area, running commentary of ma ket data, and tables of figu showing station's prominent po tion both when area had only th stations and at present. Low cost of time also tabulated.

TEEN TIME

WVAM Altoona, Pa., *Teen C Matinee*, Sat. 2-3 p.m., co-sponsor by local Coca-Cola Bottling and Book and Record Shop. Put at local Teen Age Club. Rem broadcast featuring records quested by teen-agers. Admiss free, limited to teen-agers.

COASTER'S MESSAGE

WHIO-TV Dayton, Ohio, releas along with form letters, sets blotter-weight coasters carry either "Compliments of WHIO-T Channel 13," or name of sh mentioned in fan-mail received studio. Coasters sent with let answering all mail sent to stati

PLAYTIME SHOW

WOKY Milwaukee, *Playtime Children*, sponsored by Borden starring Jerry Bartell, will featu songs, stories, games and dances children. Young listeners will p ticipate in show along with E the Borden cow who will give vice on behavior, safety and giene. Series starts in Septem

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SELL JEWELRY!

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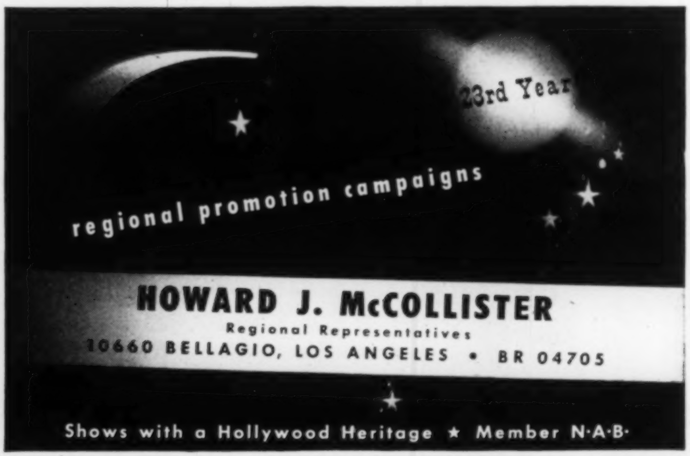
Network Calibre Programs at Local Station Cost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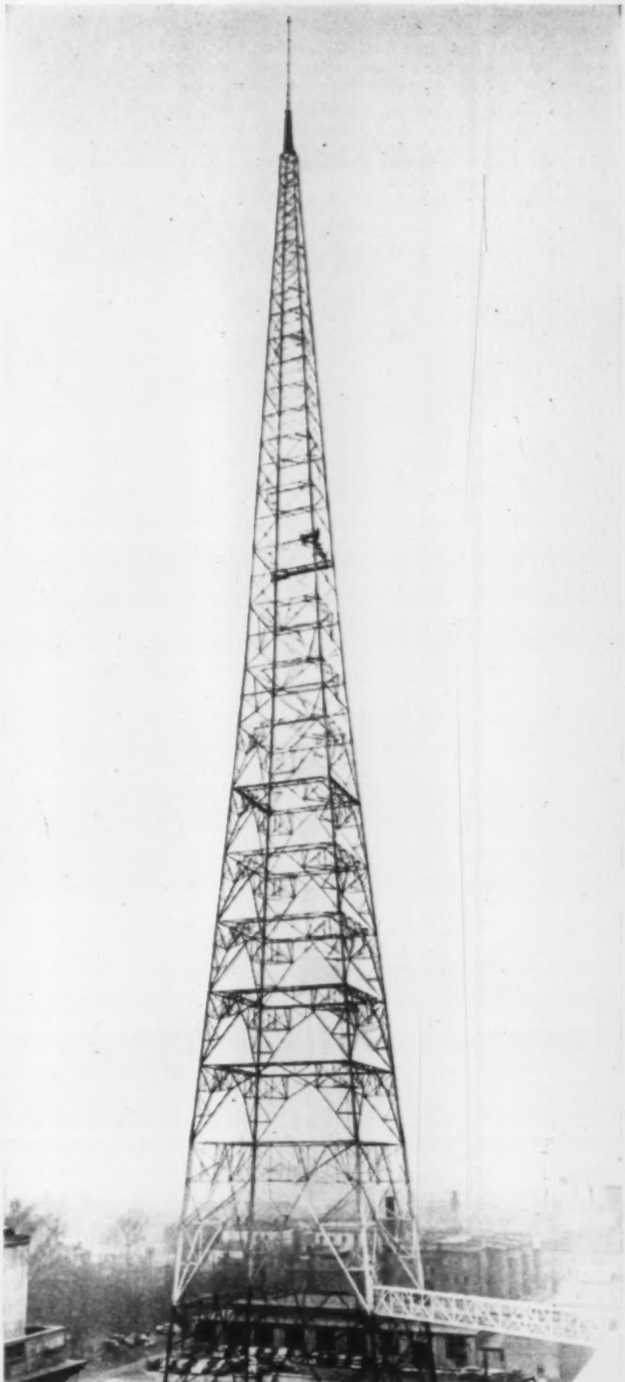
XUM

BLAW-KNOX *builds* ANOTHER RINGSIDE SEAT *to the Events of the World*

For its ultra-modern station in the heart of down-town Louisville, WHAS engineers specified a Blaw-Knox Heavy Duty Type H-40 Tower 526 ft. high to support safely its 10,000 lb., 12 bay high gain TV antenna.

Telecasting top-flight national and regional programs, WHAS will open up a new market for TV sets and provide ringside seats for appreciative thousands in the populous and progressive Louisville area.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.



BLAW-KNOX *ANTENNA* TOWERS

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Opportunity for sales organization manager. WNEW type operation, independent station experience, car necessary. 1000 watt fulltime up-state New York station going 5000. Write full qualifications. Box 576F, BROADCASTING.

Manager for—Midwest MBS affiliated station. AM and FM. Only station in town of 25,000. Newspaper affiliated. Must be thoroughly experienced all phases and definitely sales minded. Write complete information including availability and recent photo. Right man can acquire interest. Write Box 606F, BROADCASTING.

Manager for 250 watt midwest. MBS affiliated station. Must be thoroughly capable to take full responsibility; have character, be energetic and be able to sell; have promotion ideas and ability to get along with people. Right party can acquire interest in station if desired. Write in care of Box 668F BROADCASTING.

Sales manager to take on a big job in a good New England market. If you have had several years of successful radio selling and desire a key position with a young and progressive organization, send complete history and references. Permanent. Prefer family man. Box 687F, BROADCASTING.

Salesmen

Wanted Sales Executive: A genuine opportunity is offered by one of the nation's most successful regional networks. We need an aggressive (but not high pressure) salesman to handle regional sales. Our network has been established for ten years and we cover five intermountain states. A substantial salary plus incentive arrangement. Please give complete information in your application. Box 616F, BROADCASTING.

Experienced salesman. Western New England major market daytime indie. Excellent drawing account for top man able to sell at local level. Permanent position with good chance for promotion. Box 664F, BROADCASTING.

5 kw network affiliate—New England city 200,000 needs hard hitting salesman. Must be thoroughly experienced, have good personal background and proven sales record. Guarantee with opportunity for unlimited income. Prefer man already employed New England. Replies confidential. Send complete resume and picture. Box 676F, BROADCASTING.

Progressive station in medium sized northern New England market will give aggressive young salesman an opportunity to show results and earn a very good income. If you know selling and are anxious to improve your income, we want to talk with you. Box 686F, BROADCASTING.

Wanted: Time salesman with car. Excellent opportunity immediately. Send details and photo to WCNB, Connersville, Ind.

Wanted, experienced radio salesmen—full information, first letter. Write WINZ, 304 Lincoln Road, Miami Beach, Florida.

WRAC, Racine, in Wisconsin's second largest market, needs a salesman. Liberal compensation; plenty of opportunities for advancement. Write giving experience, to Jerome Sill, WMIL, Milwaukee 3, Wis.

Titles or money; which is more important? Our proposition has nothing to do with radio time sales; but a go-getter can make $200.00 per week presenting our copyrighted direct-mail advertising plan. Deal conceived by former time salesman. This is it! Smith Associates, Reynolds Bldg., Paragould 6, Arkansas.

Announcers

Fulltime DJ position, pays $225 plus talents for football, basketball play-by-play. Box 656F, BROADCASTING.

Help Wanted (Cont'd)

Newman, top-flight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt mid-western network affiliation. Include full details and state salary expected. Confidential. Box 610F, BROADCASTING.

Successful southern net affiliate has opening for combination announcer-operator. $50 start, plus. Good opportunity. Also experienced copywriter. $35.00 plus. Box 653F BROADCASTING.

If you have the ability to handle play-by-play sports and if you have a good selling air personality, an unusual opportunity is available at a progressive New England network station in a beautiful community. Write Box 662F, BROADCASTING.

Announcer-engineer with accent on announcing. First phone ticket required, but decision will be made on the basis of announcer's ability to sell the advertisers wares. Good position in steady non-tourist Florida city. Box 663F, BROADCASTING.

Wanted—Steady, settled announcer interested in good pay and long term future. To qualify must be topflight with four years or more background in recognized stations. All-round abilities in news, music and disc jockey work required. Send full details with personal and business references. Disc with news, straight commercials, sample music shows. Major south central location. Replies confidential. Box 698F, BROADCASTING.

Experienced announcer, a man who has had at least one year experience. Insurance plan, vacation with pay. Full details first letter. Please don't apply unless you are a good man for the job and want to make a salary commensurate with your ability. Manager, WLEC, Sandusky, Ohio.

Wanted by 1 kw independent, experienced announcer-copywriter with emphasis on sports play-by-play. Prefer married man who is aggressive and ambitious. Tell all first letter advising when available for interview. Send photo, audition disc, and letter special delivery, WMIX, Mt. Vernon, Illinois.

Announcer-engineer needed immediately. 1st phone, network affiliate, salary depending on experience, excellent opportunity for beginners. Air mail disc and details or call Manager, Gerald L. Staten, WOCB, West Yarmouth, Mass.

Immediate opening for combination man with first class ticket; also need additional continuity writer. Send full information WRCO, Richland Center, Wisconsin.

Combination. Pleasant voice. First class license. FM experience. Sober. Pleasant working conditions. Our specialty, good music. No hillbilly. Information phone 21-306 Morgantown, W. Va.

Technical

Southwestern kilowatt DA-N wants chief experienced in directional operation. Must be good audio man who can operate economically. Give all details. Box 655F, BROADCASTING.

Production-Programming, others

Traffic secretary: Staff advancements provide good opening for capable young woman; well-established station in southeastern Michigan; permanent; state full details first letter. Box 674F, BROADCASTING.

Continuity director, female, experienced. Some air work. Send disc, photo, copy sample. Larry Filkins, KSCB, Liberal, Kansas.

Wanted by 1 kw independent, news and farm editor with all-round experience. Prefer married man who is settled, aggressive and ambitious. Tell all first letter. Send photo, audition disc, special delivery, WMIX, Mt. Vernon, Illinois.

Situations Wanted

Managerial

General manager-technical director, now employed these positions with outstanding successful 1000 watt independent regional, but desire change. Available short notice. Salary $125 week, plus. Built and put present station on air plus personally handling all FCC paper work. Tops in management, reorganization, sales, promotion, programming, civic activities, production, engineering both AM and TV. A veteran broadcaster. If you have CP can build and put station on air in record time. Reliable, aggressive, married, car. Box 640F, BROADCASTING.

Manager, sales manager or both. 12 years radio and newspaper management and sales. Thorough knowledge of programming and public relations. Clean record. Good references. Box 642F, BROADCASTING.

General manager and/or commercial manager. 8 years announcer to manager experience. Excellent sales record. East preferred. Box 650F, BROADCASTING.

College community sought by successful small market manager 35, degree, family, 12 years broadcasting. Box 657F, BROADCASTING.

Manager presently managing independent station major midwest market. Ten years experience. Exceptionally strong on programming and promotion. Award winner. Civic minded, solid, young, married, aggressive, ideas, willing to pitch in. Built station from bottom. Desires change to permanent location. Prefer west or southwest. Owners know of this ad. Box 659F, BROADCASTING.

Desire change to moderate size town where preachers and hillbilly music are not cardinal sins. No newspaper affiliations. Work. Sell. Announce. Local programming success. Civic minded. Married. No drink. Just want to settle down in a nice town. Box 669F, BROADCASTING.

General manager-chief engineer 15 years experience seeks progressive employer. Highest caliber references. Box 679F, BROADCASTING.

Manager-sales manager: This survival of the fittest era of radio today makes it essential that for a successful operation owners must have that difficult to locate commodity, proven knowhow, heading up their organization. This ad is a 100% legitimate opportunity for some owner to secure a man of this caliber. Permit me to show you my substantiated record of twelve years successful management, profitable sales figures I've produced, and bonafide agency and sales contacts, further underwritten by twenty years broadcast experience. Then, you check this record, after which you'll agree that this is a real opportunity to secure a proven topflight executive. College education, happily married with two children, dependable and of good character and with a well known and established creditable reputation in the industry, I desire to make the right move and a good connection. I can't reveal my experience, worth and identity to you unless you contact me. Let's investigate one another. Box 697F, BROADCASTING.

Salesmen

Salesman—young (27) family man. Six years experience, including program director, copy chief, two established midwest five kilowatters. Also program director independent. Some sales. Clean cut, highest character, good references. Box 614F, BROADCASTING.

Young family man interested in position with future, will be available in 3 weeks due to contract arrangement. Three years sales experience and management. Box 639F, BROADCASTING.

Large stations only with top earnings possible. Agency and large market experience. 13 years radio and newspaper. Prefer midwest. Box 641F, BROADCASTING.

Excellent salesman, good announcer, fair writer. Prefer Carolinas and south to Florida. Box 673F, BROADCASTING.

Troubles? Stop those ulcers! Go places! Write me! Advertising, sales, public relations. University graduate-versatile, young, ambitious—brains, too! Box 692F, BROADCASTING.

Announcers

Chief announcer—Family man desires immediate opportunity. Audition disc, resume. Box 506F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-program director. Capable, experienced. Good voice, pleasing personality. Reliable family man. Details and disc on request. Box 496F, BROADCASTING.

Sportscaster—Available football season. Experienced, employed, seeks year-round sports deal larger station, market area. News, special events, copy, control op. Aircheck discs. Min. $7 week plus talent. Box 570F, BROADCASTING.

Newsman—Morning news editor 5 kw midwest net affiliate, retrenched out of job. Single, 22, college graduate. Excellent reference. Box 587F, BROADCASTING.

Got Hooperdroop? Perhaps I can help you. Seven years on the air in the midwest, and looking for the right break. Please try me. Box 596F BROADCASTING.

Don't be technical. So I'm not experienced. Would still like job as announcer, disc jockey. Disc available. Box 635F, BROADCASTING.

Announcer presently employed by commercial FM station. Solid commercial. Good news, disc jockey, and adlib. Available two weeks notice. Disc, photo, details on demand. Box 643F BROADCASTING.

Announcer disc jockey, fine voice, thorough knowledge of radio and music. Ideas, imagination, dependable, hard worker, go anywhere. Disc, photo details on demand. Box 644F, BROADCASTING.

Announcer, 1st class phone, strong play-by-play and re-creation any sport, news casting special events, disc show if necessary. Experienced 1 kw. Prefer west coast, but consider all offers. Box 646F, BROADCASTING.

DJ news, special events. Young, sober, dependable with 4 years. exp. Presently employed midwest 5,000 watt station. Send disc on request. Box 647F, BROADCASTING.

Announcer, writer—Good local news coverage increases your audience and sales. Experienced newspaper reporter and announcer available; knows music, sports, special events. Deep voice, sincere delivery; college graduate, sober, vet, 29 excellent references. Box 648F, BROADCASTING.

Announcer-newscaster. Over two years experience. Graduate, leading radio college. Bachelor of Fine Arts Degree in Radio Education, major in announcing. Seek opportunity to sell self to station, needing good, young, reliable staff announcer with knowhow. Age 28, single. More information, disc, at your request. Box 652F, BROADCASTING.

Combination man: announcer, engineer. First class license, graduate leading announcing school. Car. Will travel. Prefer northwest. Box 654F, BROADCASTING.

Young announcer with New York staff experience will travel anywhere. All-round newscaster, DJ, special events. Best references, available now. Box 661F, BROADCASTING.

Sports announcer; three years metropolitan stations. 25, married, currently sports director large station not yet on air. Want permanent job with progressive, congenial station. Desire play-by-play of big three and sportscasting, will double on staff. Experienced class A baseball, football, basketball, boxing. References, tape, photo. Box 667F, BROADCASTING.

Newscaster, experienced, young; presently employed by midwest network 250 watt. Specialize in local news coverage. Prefer work in south; Florida. Also experienced staff announcing, board, disc work. Married, dependable; college education. Box 671F, BROADCASTING.

Middle west stations—happy, bass voiced, experienced announcer. References. Personal interview. Box 672F. BROADCASTING.

Announcer-experienced. Can handle all shows, news and sports. Employed now as writer-announcer, want announcing only. Box 678F, BROADCASTING.

Anouncer, disc jockey. 6 years thorough experience including midnight and daytime record shows; ad-lib shows specialty. Excellent sales record and references. Box 682F, BROADCASTING.

Sports announcer. Unique sportscasts. Ten years play-by-play. Box 684F. BROADCASTING.

Situations Wanted (Cont'd)

Mr. Manager: Here is my story; five years broadcasting collegiate-professional football, basketball, baseball, with national sponsors. Local news-sports writing. On the spot special events-interviews with national figures, plus staff announcing. Aggressive with ideas—not a sports bum. References to back that up. If interested can combine three years sales experience. Arrange to be available immediately or at start of football. What do I want? A permanent spot with a future. Your inquiry will be answered promptly with full details forthcoming. Write Box 683F, BROADCASTING.

Morning DJ eight successful years. Ticket, combination. 1000 letters last week. Married. $80.00. Replies acknowledged. Box 688F, BROADCASTING.

Announcer-vocalist. One year experience. Single. Will travel anywhere. Disc available. Box 690F, BROADCASTING.

Experienced announcer. Over a year in all phases of staff work, on 250 w and 1000 w stations. Fine quality, deep voice with network caliber delivery. Can handle console like I was part of it. Best of references. Prefer west. Box 691F, BROADCASTING.

Announcer, writer, single. News and news editing, disc show. Have thorough knowledge of jazz and popular music. Have program ideas that are certain success. Have done radio writing. College background. Prefer east. Box 699F, BROADCASTING.

Experienced announcer, 1½ years, age 23, will travel, disc jockey, news, strong on commercials, operate console, sober. Disc on request. Box 702F, BROADCASTING.

Capable announcer-writer. Best references both fields. Know control board. Resume, disc on request. Box 703F, BROADCASTING.

Experienced announcer, continuity, references. Knowledge control board. Resume, disc on request. Box 704F, BROADCASTING.

Young man, single, seeking staff announcing position, some experience. Trained in all phases radio at Radio City. Will travel. Disc available. Box 706F, BROADCASTING.

Overseas radio experience Foggia and Rome. Well schooled since. Disc available. Box 707F, BROADCASTING.

Attention, experienced sportscaster, DJ. Experience play-by-play all major sports. Looking for hard work, not soft touch. Available immediately. Contact Bob French, 10210 Ewing Ave., Chicago 17, Ill.

Sports announcer, play-by-play, baseball, basketball, 3 yrs. experience, good coverage. Can write sports. Col. grad. Contact Mike Wynn, 370 Columbus Ave., New York 24, N. Y. Phone TR 72617.

Ability available. We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and disc. Write or wire collect. Columbia Institute, 9th and Chestnut St., Philadelphia 7, Pa.

Technical

Engineer, young, 1 year broadcast experience, trans. and control. Unemployed. Box 603F. BROADCASTING.

Engineer — presently employed, 2½ years broadcast experience. Graduate RCA Institutes, N. Y. C., interested in obtaining position offering chance for wider experience, better opportunity for advancement. Box 612F, BROADCASTING.

Engineer—three years broadcasting experience, maintenance, operation, and construction. No bad habits, no drifter, desires good paying position. Box 613F, BROADCASTING.

Engineer, 1st phone, single, car. 2 years experience operation and maintenance AM/FM transmitter. Studio, remotes, tape and disc recordings. Box 5F. BROADCASTING.

Engineer, 1st phone, wants position with a growing organization. Has car and is no drifter. Box 651F, BROADCASTING.

Engineers maintenance, five kw network station. University study in engineering, graduate radio school. Will travel. Box 658F BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer. Long experience all facets AM-FM broadcast engineering including construction and complex directionals. Excellent personnel relations. References include well known broadcast executives. Box 680F, BROADCASTING.

Engineer—Six months experience. Would like employment in Kansas area. Presently employed. Box 695F, BROADCASTING.

Engineer—First phone. Veteran, will travel. No experience. 2 years TV service experience. Box 700F, BROADCASTING.

First class phone license, inexperienced, will accept job anywhere. Box 701F, BROADCASTING.

Engineer—First phone, some transmitter experience (kilowatt). Radio and TV school background. Seek radio or TV position. Single, car, will travel. Box 705F, BROADCASTING.

Engineer, 9 mos. experience at 250 and 1 kw stations. Veteran, available immediately. Jack Herman, 338 Lincoln Place, Brooklyn 17, N. Y.

Engineer wants 1 to 6 mos. job at only $150 per mo. anywhere in south. Walter Hoffman, 608 Godchaux Bldg., New Orleans 16, La.

Operator, licensed, five years broadcast radio, wants transmitter job. Single. Location unimportant. Available quickly. Lewis Sherlock, Box 51, Plainview, Texas.

First phone, inexperienced, graduate AM-FM-TV, single, desires position, will travel. Write Michael Ugenti, 32-70 43 Street, Long Island City, N. Y.

Production-Programming, others

Experienced promotion man, presently employed, wishes to devote fulltime to promotion at a well established station. Box 459F, BROADCASTING.

News—thoroughly experienced. Distinctive voice, delivery, writing. (5 yrs. newspaperman; 4 years radio). College graduate. Dependable. Permanent position news-conscious station, AM or AM/TV, that can afford top newsman, editor. Best references. Box 542F, BROADCASTING.

Continuity director of regional indie with sales and publicity experience seeks advancement. Young. College graduate. Family. Top references. Box 617F, BROADCASTING.

Program director, four years experience in programming, traffic sales, copy, and announcing. Married, college, 26, east coast, four page account of experience plus disc. Box 645F, BROADCASTING.

Attention southwest stations: Combination man one year experience. References, photo and disc available. Presently employed. Box 660F, BROADCASTING.

University graduate. Advertising, sales, public relations background. Dynamic, versatile. Desires position in radio. Box 666F, BROADCASTING.

Ambitious young man, anxious to get a start in radio. Willing to travel. High school and college experience. Please write to Box 675F BROADCASTING.

Program director-announcer. 6 years experience independent and network operations. New, fresh ideas. One year TV experience. Moderate salary required. Box 681F, BROADCASTING.

Looking for an A-1 young continuity man? Continuity director, acting program director, northeastern regional indie wants job in station with TV future. Announcing, production experience. College graduate. Copy, resume available. Box 693F, BROADCASTING.

Pan down—focus. Nine years radio and television broadcasting. All phases. Want permanency with progressive station. Prefer TV, but not essential. Art Elmonn, 25-26 16th Walk, Jackson Heights, Long Island. Tel.: Illinois 7-5949.

Television

Announcers

Twelve years experience in all phases of radio broadcasting wants permanent spot on progressive station. Would like TV future. Proven morning man. Recently created one of top folk disc shows in midwest. Excellent on news and special events. Housing situation forces move. Box 665F, BROADCASTING • *TELECASTING*.

Situations Wanted (Cont'd)

Technical

Recent graduate of leading TV production school needs a start. Intensive training on camera, camera control and audio console. Did writing, designing, directing, floor managing, lighting; operated video switcher mike boom and DuMont iconoscope cameras before majoring as cameraman. Honest, reliable, good character, single, travel. Box 689F, BROADCASTING • *TELECASTING*.

Production-Programming, others

Young Univ. of Missouri graduate seeks opportunity with station, agency, or packager as writer-producer trainee. Presently employed large regional indie. Proven writing record. Sales and publicity experience. Idea man. Family. References. Box 604F, BROADCASTING • *TELECASTING*.

For Sale

Stations

Florida exclusive independent. Desirable, fast-growing market. Priced basis nine times net. $55,000 down. Box 636F, BROADCASTING.

$15,000 down buys exclusive Texas independent with real potential. Priced for quick sale. No triflers. Box 637F, BROADCASTING.

Rural Wisconsin network outlet. Can be bought for 1949 gross of $50,000. Valuable real estate and accounts receivable included. Profitable. Box 638F BROADCASTING.

AM station grossing almost five thousand, Pennsylvania-Ohio border, 40% or control available. Newspaper interests reason for sale, terms. Journal Publishers, 410 North Ave., Pittsburgh 9, Pa.

Equipment, etc.

Gates 250-C1 transmitter, Gates limiter, GR frequency and modulation monitors, tuning unit, 175 foot tower. Now in service. Available thirty days. Best offer any or all. Box 677F, BROADCASTING.

Fairchild professional recorder, guaranteed in excellent condition. Less than one-half retail price. Box 696F, BROADCASTING.

For sale. Equipment in first-class shape, used in Western Electric 1 kw type 71 amplifier. 3-type 379-A and 1-type 279-A W.E. tubes, 1-G.E. power transformer, 2 Westinghouse power condensers and 1 Westinghouse 25 henry, 1-Workshops Associates type 3xA colinear antenna. For full descriptions and prices, write Gerald R. Chinski, Technical Supervisor, Radio Station KXYZ, 5th Floor Gulf Bldg. Houston, Texas.

Make offer FM WE 506B-2 complete, spares 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale—Professional Fairchild recorder. Original cost $1300. Guaranteed perfect condition. Will sell for half price. National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. DEcatur 5580.

For Sale (Cont'd)

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted—Used towers, transmitter for 5 kw installation. Five guyed towers, overall height 200 feet above base insulators, equipped with A-3 lighting. Transmitter should be recent model. Please give complete information, manufacturer's name, model number, age, date last used, condition, location, whether available for inspection, price. Box 495F, BROADCASTING.

Wanted to buy. Proof of Performance equipment. Used. Good condition. Give price and equipment available. Address Box 649F, BROADCASTING.

Wanted to buy . . . 790 ft. ⅞ in. and 1200 ft. ⅜ in. semi-flexible Coax cable; also type 300 Wincharger tower not over 360 ft. Write Box 670F, BROADCAST.

AM frequency monitor and modulation monitor. United Broadcasting Co., 301 E. Erie St., Chicago, Ill.

Miscellaneous

Davis Frequency Measurement Service—111 S. Commercial, Emporia, Kans. Phone 2709.

Situations Wanted

Announcers

ANNOUNCER-PROGRAM DIRECTOR

Capable, experienced. Good voice, pleasing personality. Reliable family man. Details and disc on request.

BOX 496F, BROADCASTING

Disc jockey with major market station desires change to company which will offer satisfactory talent arrangements. Am happy with present setup with exception of talent. Want an opportunity to make money when I bring money into station. Will work closely with sales staff. Can build disc shows into high Hooperated, marketable commodities. Not an overnight sensation or glamour boy, but all-round experienced radio man specializing in deejay work. Like late night programs. Can build afternoon shows, too. Looking for permanency. Will come for personal interview if possible. Box 685F, BROADCASTING.

West Coast High Powered Independent— $280.000.00

Long established—newly equipped—high powered—money maker—brilliant future—valuable real estate—major market—audience ratings medium high. Priced to sell immediately under favorable terms and conditions.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

XUM

KOA CHANGES

Five Major Departments Set

MAJOR reorganization at KOA Denver has been announced by Lloyd E. Yoder, general manager. Under the new setup, conforming with recent operational changes made by NBC, KOA will have five major departments with the managers of each serving under Mr. Yoder as the management staff.

Mr. Yoder said the following have been designated to head the departments: Dale Newbold, controller's department; Robert Owen, assistant general manager, as head of engineering and integrated services; Berry Long, as sales chief, including promotion and advertising; Earle Ferguson, program department manager, and William Day, news, special events and public affairs.

Included in the news, press and public affairs setup are Donald Peach, supervising agriculture activities. and Lewis Thomas, press supervisor. Donald Allen moves as KOA supervisor of public affairs to the program department as a production director.

Reorganization became effective July 1. "Under this new and streamlined organizational setup," Mr. Yoder said, "we will be able to operate even more efficiently than in the past and thus be of greater service to our listeners and to our clients."

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

300 MM CODE BEACON

Patented ventilator dome circulates the air, assures cooler operation, longer lamp life. Concave base with drainage port at lowest point. Glass-to-glass color screen supports virtually eliminate color screen breakage. Neoprene gaskets throughout. CAA approved.

OTHER H & P PRODUCTS:

Mercury Flashers • Photo-Electric Controls • Obstruction Lights • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY

Immediate Shipment Out of Stock

WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

PATCHOGUE AM

Proposed Grant Issued

DESPITE four deviations from FCC's engineering rules, proposed new AM station at East Patchogue, N. Y., on 1370 kc with 500 w daytime, received recommended grant in an initial decision issued last Monday by FCC. The proposed grantee is Suffolk Broadcasting Corp., permittee of WFSS (FM) Coram, Suffolk County, Long Island.

FCC Hearing Examiner J. D. Bond ruled to grant the Suffolk Broadcasting application on ground a first local service would be given to more than 7,000 persons in Patchogue. New daytime service would be provided a total of nearly 58,000 persons on Long Island and in excess of 20,000 in New Jersey, the decision noted. Objectionable interference would be caused within the normally-protected contours in New Jersey of WBNX New York and WAWZ Zarephath, N. J., it was stated, affecting about 11,000 persons. The decision said 15 other stations serve this group, however.

Other deviations from FCC's standards involved transmitter site, antenna height and use of a regional frequency, but the examiner felt them justified. Engineering conditions were attached to the proposed grant.

'POLITICKING'

'Plug' Forces Equal Time

FREE radio announcements on KSDO San Diego for nine candidates for Secretary of State in Oklahoma were the result of an over-exuberant nephew trying to get his uncle into office.

Seems that Bostick Wester, station disc m.c., during one of his programs urged all Oklahomans in San Diego to write and tell their kinfolk in that state to vote for his uncle, John D. Conner, who was running for Secretary of State in July 3 primary. The message was followed up with a statement that it was an "unpaid" political announcement. When word of the announcement came to the attention of Jack Heintz, general manager, he set out to remedy the situation by offering equivalent free time to the uncle's opponents. There turned out to be nine of them.

P.S. Disc m.c. Wester has retired from politics.

FCC Retires Two

ROBERT T. HOSKINSON and Frank L. Tracy, both accountants with FCC since 1935, have retired from government service, the Commission has announced. Mr. Hoskinson served with FCC and prior to that with other U. S. agencies continuously for nearly 45 years. From 1941 to 1945 he was on loan to the House Committee Investigating Naval Affairs. Mr. Tracy retired with nearly 22 years of civilian service and more than 16 years military service to his credit.

FCC actions

JUNE 30 to JULY 6

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 30 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Walter W. Mansfield, Albert S. Hall, Floyd J. Jolley and Arthur J. Crowley d/b as Bcstrs. of Burbank, Calif.—CP new AM station on 1490 kc, 250 w fulltime AMENDED to change name to Walter W. Mansfield, Albert S. Hall, Floyd J. Jolley, Arthur J. Crowley and Gordon A. Rogers d/b as Bcstrs. of Burbank.

AM—1250 kc

M. R. Lankford, Princeton, Ind.—CP new AM station 910 kc 500 w day AMENDED to request 1250 kc 1 kw D.

AM—1500 kc

WJBK Detroit, Mich.—CP AM station to change from 1490 kc 25 kw-D 10 kw-N DA-2 to 1500 kc 5 kw unl. DA-1 AMENDED to request 1500 kc 10 kw-D 1 kw-N DA-2.

License for CP

WABM Houlton, Me.—License for CP new AM station.

WVOK Birmingham, Ala.—License for CP AM station to increase power, install DA etc.

TENDERED FOR FILING

AM—730 kc

KQD Anchorage, Alaska—CP AM station to change from 790 kc 5 kw unl. to 730 kc 10 kw unl.

SSA—770 kc

KOB Albuquerque, N. M.—Request for SSA on 770 kc 50 kw-D 25 kw-N beginning Sept. 1.

SSA—1070 kc

WKVM Arecibo, P. R.—Request for SSA on 1070 kc 1 kw unl. until completion of construction permit as modified.

AM—960 kc

KALE Richland, Wash.—CP AM station to change from 900 kc 1 kw D to 960 kc 1 kw unl. DA-N.

July 3 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

The Ashley County Bcstg. Co., Crossett, Ark.—Granted petition requesting Commission to accept late appearance in proceeding upon application and that of Parish Bcstg. Corp., Minden, La.

KWCO Chickasha, Okla.—Granted petition insofar as it requests leave to amend application so as to specify revised directional array for nighttime operation; dismissed request for reopening of record in this proceeding.

Cascade Bcstg. Co. Inc., Richland, Wash. and Louis Wasmer, Pasco, Wash.—Granted petition to dismiss without prejudice application and on Commission's own motion removed from hearing application of Louis Wasmer.

By Examiner J. D. Bond

KFXD Nampa, Ida. and Buttrey Bcst. Inc., Billings, Mont.—Granted petition KFXD for acceptance of amendment to change DA pattern proposed in application—which changes are intended to eliminate questions of objectionable interference with station operation proposed by Buttrey Bcst. Inc., and Topeka, Kan; application of KFXD and that of Buttrey Bcst. Inc. removed from hearing docket.

By Examiner Leo Resnick

Jennings Bcstg. Co. Inc., Jennings, La.—Granted leave to amend application so as to change proposed trans. site and make changes intechnical data; granted petition for continuance of hearing from July 12 to Sept. 14 Washington, D. C.

West Texas Bcstrs. Inc., Floydada, Tex.—Granted petition to accept i late appearance in proceeding upon i application and that of Tul'e Bcstg. Co. Tulia, Tex.

WSPD Toledo, Ohio—Granted petitio to set hearing date in matter of petition for designation for hearing o WKJG Fort Wayne, Ind.; hearing shal convene on July 17 at Washington D. C.

By Examiner H. B. Hutchison

Patchogue Bcstg. Co., Patchogue N. Y.—Granted petition for authorization to take deposition of M. Leonar Savage, on June 30 in proceeding upo application and that of Mid-Islan Radio Inc., Patchogue.

By Examiner Elizabeth C. Smith

KJAN Bcstg. Co., Baton Rouge, La.—Granted in part petition for extensio of time from July 10 to Aug. 10 fo filing proposed findings in proceedin upon application WLCS Baton Rouge La.; time extended to July 24.

July 5 Applications . . .

ACCEPTED FOR FILING

License for CP

WKMH Dearborn, Mich.—License fo CP to increase power, change DA etc

KALG Alamogordo, N. M.—License for CP new AM station.

License Renewal

WAEL Mayaguez, P. R.—Request fo license renewal.

SSA—770 kc

KOB Albuquerque, N. M.—Request for SSA on 770 kc, 50 kw-D 25 kw-N beginning Sept. 1.

Modification of CP

Mod. CP new FM station for extension of completion date: WOOK-FM Silver Spring, Md.; WBEN-FM Buffalo; WHWC Madison, Wis.

WEPM-FM Martinsburg, W. Va.—Mod. CP to change ERP to 815 w.

KMTV Omaha, Neb.—Mod. CP new commercial TV station for extension of completion date to 2-1-51.

License for CP

WKTV Utica, N. Y.—License to cover

WKOW Madison, Wis. USES Magnecorder

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WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

CP to change studio location to Smith Hill, Utica.

July 6 Decisions . . .

BY COMMISSION EN BANC

CP Granted

Sarkes Tarzian Inc., Bloomington, nd.—Granted CP and license for Class experimental mobile radio station to be used as two-way communication link during installation of microwave tower for experimental TV relay bcst. station. Frequency 27.255 mc is assigned on experimental basis, conditionally.

Modification Granted

KFAL Jefferson City, Mo.—Granted mod. CP to change location of station from Jefferson City to Fulton, Mo., and change type of trans.

Hearing Designated

WMFJ Daytona Beach, Fla.—Designated for hearing in Washington Dec. 2 application to change facilities from 450 kc 250 w unl., to 1260 kc 1 kw, DA-N, and change trans. and trans. location.

SSA Denied

KPRS Olathe, Kan.—Denied application for SSA to operate during nighttime hours between Aug. 1 and Aug. 2 (a period of 7¾ hours), on frequency 590 kc with 500 w, because such operation would cause objectionable interference to four other stations.

Hearing Designated

KSRV Ontario, Ore., and KRKO Everett, Wash.—Designated for hearing in consolidated proceeding application of KSRV to change from 1450 kc to 1380 kc, increase power from 250 w to 1 kw, and install DA-N; and application of KRKO for mod. CP to change DA pattern; made KOTA Rapid City, S. D., a party to proceeding with respect to application of KSRV only; said hearing to be held in Washington Dec. 14.

Petition Dismissed

WLIL Lenoir City, Tenn.—Dismissed petition by Robert Lex Easley requesting reconsideration of Commission action of March 28, granting WLIL CP for new station on 730 kc 500 w and further ordered Paragraphs 1, 3 and 8 of Easley petition stricken as "sham and false."

Extension Granted

KNEX-FM McPherson, Kan.—Granted extension of authority for period ending Dec. 6, to operate on 103.3 mc using facilities specified in CP, for purpose of providing FM program service.

BY THE SECRETARY

Following remote pickups extended on temporary basis to Sept. 1: KTTV Los Angeles, KA-5234, KA-5235, KA-5236.

Vir N. James, Salida, Col.—Granted license new remote pickup KA-3624.

The Scranton Times, Scranton, Pa.—Granted licenses new remote pickups KA-5231-3.

The Evening News Assoc., Detroit—Granted mod. license KA-5486 to change frequencies from 33380, 35020, 7620, 39820 kc to 26.23, 26.33, 26.43 mc and for use with WWJ-AM-FM-TV.

Eastern Carolina Bcstg. Co. Inc., oldsboro, N. C. — Granted mod. license KA-2693 to change frequencies from 31.62, 35.26, 37.34, 39.62 mc to 26.13, .47 mc.

Salt River Valley Bcstg. Co., Phoenix, riz.—Granted mod. license KA-3073 to change frequencies from 33.38, 35.02, .62, 39.82 mc to 26.21, 26.31 and 26.41 mc.

General Electric Co., Schenectady, Y.—Granted mod. licenses KA-4621-23 to change frequencies from 31.22, .62, 37.02, 39.26 mc to 26.15, 26.25, .35 mc.

NBC San Francisco—Granted mod. license KA-4818 to change frequencies from 31.22,, 35.62, 37.02, 39.26 mc to 26.11, .15, 26.25, 26.35, 26.45 mc.

Reading Bcstg. Co., Reading, Pa.—Granted mod. licenses KA-5721, 20; 19 to change frequencies from 31.22, 35.62, .02, 39.26 mc to 26.15, 26.25, 26.35 mc.

KMMJ Inc. Grand Island, Neb.—Granted CP to make changes in existing remote pickup KAA-771 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 153.35 mc and change equipment.

Bcst. Management Inc., Bethesda, Md.—Granted CP for new remote pickup KA 4524.

Hildreth and Rogers Co., Lawrence, Mass.—Granted CP and license KA-4809 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 152.11 and 152.93 mc and change type trans.

WPWT Philadelphia—Granted CP to make changes in existing noncommercial educational FM station to increase operating power from 10 to 250 w and change type trans. Ch. 219 (91.7 mc), 10 ft; ERP 125 w.

Vir N. James, Salida, Col.—Granted CPs new remote pickups KA-3126, 27; KA-4363, 64; KA-3152-3-4.

WOND Pleasantville, N. J.—Granted mod. CP to change type trans.

KPOF Denver, Col.—Granted authority to remain silent for period beginning 2:30 pm through 4:30 pm July 4, in order to observe annual outing.

Following were granted mod. CP's for extension of completion dates as shown: WBCC-FM Bethesda, Md., to 10-6-50; KNOB Long Beach, Calif., to 1-22-51; WBBB-FM Burlington, N. C., to 12-30-50; WRBL-FM Columbus, Ga., to 10-1-50; KONO-FM, San Antonio, Tex., to 12-28-50.

WIMS Michigan City, Ind.—Granted mod. CP for extension of completion date to 12-14-50.

WELD Columbus, Ohio—Granted license covering changes in existing FM station (97.1 mc), Ch. 246; 53 kw, 470 ft.

Racine Bcstg. Corp., Racine, Wis.—Granted mod. licenses KA-5552, KSA-945 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 26.15, 26.25, 26.35 mc, and for use with WRJN and WRJN-FM.

Memphis Pub. Co., Memphis, Tenn.—Granted mod. license KA-3058 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.15, 26.25, 26.35 mc, to be used with stations WMC and WMCF.

James Bcstg. Co. Inc., Jamestown, N. Y.—Granted mod. license KA-3749 to change frequencies from 30.82, 33.74, 35.82, 37.90 to 170.15 mc and to increase power from 25 to 50 w.

NBC Denver, Col.—Granted mod. licenses KA-4683, KA-4685 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.15, 26.25, 26.35, 26.45 mc.

City of Dallas Tex., Dallas—Granted mod. license KA-3244 to change frequencies from 33.38, 35.02, 37.62, 39.82 mc to 26.15, 26.25, 26.35 mc and to be used with WRR-AM-FM.

Don Lee Bcstg. System, Hollywood, Calif.—Granted mod. license KA-3420 to change frequencies from 156.75, 158.40, 159.30, 161.10 mc to 166.25 mc, to be used with KHJ-AM-FM.

NBC Washington, D. C. — Granted mod. license KA-5472 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.15, 26.25, 26.35, 26.45 mc, and to be used with WRC, WRC-FM and WNBW.

Alabama-Georgia Bcstrs. Inc., Eufaula, Ala.—Granted mod. license KA-4029 to change frequency from 2830 kc to 26.25 mc.

Illinois Bcstg. Co., Decatur, Ill.—Granted mod. licenses KSA-953, KA-5575 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 26.19, 26.39 mc.

Triangle Pub. Inc., Philadelphia — Granted mod. licenses KA-3077-8 to change frequencies from 31.62, 35.86, 37.34, 39.62 mc to 26.33, 26.43 mc.

Utah Bcstg. and Television Co., Salt Lake City, Utah—Granted mod. license KA-3032 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 26.19, 26.29, 26.39 mc and power from 17 to 23 w.

Gould Reviews Programs

JACK GOULD, radio editor of the *New York Times*, last week instituted a radio and television program review column to provide timely criticism of premiere performances. The reviews appear in *Times* the day after the broadcasts they cover. The feature will be carried whenever the number of premieres warrants, it was said. Program reviews are not an innovation with the *Times*, which for years has run lengthy ones in its Sunday editions.

Appalachian Bcstg. Corp., Bristol, Va.—Granted mod. licenses KA-4631-32 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.45 mc.

Tri-State Bcstg. Co. Inc., El Paso, Tex.—Granted mod. license KA-5585 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.15, 26.25 mc.

Scripps-Howard Radio Inc., Cincinnati—Granted mod. license KA-5567 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.17 mc, to be used with WCPO, WCPO-FM and WCPO-TV, Cincinnati, Ohio.

WGAL Inc., Lancaster, Pa.—Granted mod. license KA-5612 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.15, 26.25 and 26.35 mc.

Don Lee Bcstg. System, San Francisco—Granted CP to make changes in existing remote pickup KA-3055 to change frequencies from 31.62, 35.26, 37.34, 39.62 mc to 26.43 mc, emission from A3 to F3, to increase power from 25 to 30 w and change type trans.

The Fort Industry Co., Miami, Fla.—Granted CP KA-4732 to change frequencies from 31.62, 35.26, 37.34, 39.62 mc to 26.23, 26.33, 26.43 mc, power from 25 to 15 w and change equipment.

NBC Washington, D. C. — Granted CP KGA-844 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.15, 26.25, 26.35, 26.45 mc change trans. location, to be used with WRC, WRC-FM and WNBW.

WABE Atlanta, Ga.—Granted CP to make changes in noncommercial educational FM station to change operating power from 250 w to 3 kw, and type of trans., Ch. 211, (90.1 mc), ERP 4.8 kw, 300 ft.

WLPM-FM Suffolk, Va. — Granted mod. CP to change studio location of new FM station.

Columbus Bcstg. Co., Columbus, Ga.—Granted mod. CP KIB-41 for extension of completion date to 10-1-50.

WIZZ Wilkes Barre, Pa. — Granted mod. CP for extension of completion date to 12-29-50.

KNCM Moberly, Mo.—Granted license for new AM station; 1220 kc 250 w D.

WCLI Corning, N. Y.—Granted license for new AM station; 1540 kc 250 w D.

WRAC Racine, Wis.—Granted license for new AM station; 1460 kc 500 w D.

WTSA Brattleboro, Vt.—Granted license for new AM station; 1450 kc 250 w unl.

KDB Santa Barbara Calif.—Granted license install new vertical ant. and change trans. and studio locations.

WSAZ-TV Huntington, W. Va. — Granted license new commercial television station and to change studio location.

KEYL San Antonio, Tex.—Granted license for new commercial television station and to indicate slight change in visual ERP from 17.9 kw to 17.7 kw, and to change studio location.

WOAI-TV San Antonio, Tex.—Granted license for new commercial television station.

WCPO-TV Cincinnati — Granted license covering change in trans. and studio locations.

WSPD-TV Toledo, Ohio—Granted license change of trans. location, change studio location and change power from vis. 27.4 kw and aur 14.4 kw to 24.5 kw vis. and 12.3 kw aur.

WJBK-TV Detroit—Granted license for new commercial television station and change trans. location.

WICU Erie, Pa.—Granted license for new commercial television station and change studio and trans. locations.

WLBL Stevens Point, Wis.—Granted mod. license to change studio location.

Lake Bcstg. Co. Inc., Gary, Ind.—Granted CP's new remote pickups KA-7077-8.

The Elk County Bcstg. Co., St. Marys, Pa.—Granted CP for new remote pickup KA-7079.

Empire Coil Co. Inc., Area Cleveland, Ohio—Granted CP and license new exper. TV relay KA-7067.

WARA Jackson Assoc. Inc., Attleboro, Mass. — Granted mod. CP to change type of trans.

July 6 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

KALE Richland, Wash.—CP new AM station to change from 900 kc 1 kw D to 960 kc 1 kw unl. DA-N.

Modification of CP

WDSM Superior, Wis.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

KULE Ephrata, Wash.—Mod. CP new AM station for extension of completion date.

(Continued on page 76)

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Docket Actions . . .

INITIAL DECISIONS

East Patchogue, L. I., N. Y.—Announced initial decision by examiner J. D. Bond to grant application of Suffolk Bcstg. Corp., new station on 1370 kc, 500 w fulltime, conditions. See story this issue. Decision July 3.

Hamtramck, Mich. — Announced initial decision by examiner Hugh B. Hutchison to grant application of Hamtramck Radio Corp., new station on 1440 kc, 500 w day and to deny application of Atlas Bcstg. Co. for same facilities. See story this issue. Decision July 5.

OPINIONS AND ORDERS

WGRI and Scottsboro Bcstg. Co., Scottsboro, Ala. — By memorandum opinion and order dismissed petition of Scottsboro Bcstg. Co. to reconsider Commission action of May 12 granting application of Pat M. Courington for new station at Scottsboro. Commissioner Jones concurring in result. Order July 6.

Scripps Howard Radio Inc., and WERE Cleveland, Ohio — By memorandum opinion and order denied petition of Scripps Howard requesting Commission to rehear and reconsider action of March 24 granting application of Cleveland Bcstg. Co. for new station at Cleveland. Order July 6.

Non-Docket Actions . . .

AM GRANTS

WFPA Fort Payne, Ala.—Granted switch in facilities from 1290 kc 500 w day to 1400 kc 250 w fulltime. Granted July 6.

WSID Essex, Md.—Granted switch in facilities from 1570 kc 1 kw day to 1010 kc 1 kw day.

TRANSFER GRANTS

WLTR Bloomsburg, Pa.—Granted assignment of license from Bloom Radio Inc., licensee, to Harry L. Magee tr/as Bloom Radio. Mr. Magee desires to operate as sole owner rather than as owner of all stock. WLTR is assigned 1 kw day on 690 kc. Granted July 6.

WGRY Gary, Ind.—Granted assignment of CP from George M. Whitney, Carolina L. Whitney and Fred K. Feyling d/b as Steel City Bcstg. Co. to WGRY Inc., new corporation of same partners. Due to family illness Mr. Feyling reduces his holdings to 8.57% and George and Carolina Whitney increase theirs to 45.715% each. Partners prefer corporate form of operation. WGRY is assigned 500 w day on 1370 kc. Granted July 6.

WBRD Fort Lauderdale, Fla.—Granted assignment of CP from George D. Gartland, permittee, to Broward Bcstg. Co. new corporation in which Mr. Gartland retains 60% interest, and three newcomers buy-in for $24,000. Newcomers to corporation include: L. Coleman Judd, real estate broker and 50% owner Fiesta Village Hotel, 18%; George W. English Jr., member English, Lester & O'Bryan, law firm, 4%; and E. J. Richardson, Richardson Construction Co., 50% owner Cunningham Painting Co., and 50% owner Fiesta Village, 18%. WBRD is assigned 250 w day on 1580 kc. Granted July 6.

WBSR Pensacola, Fla.—Granted assignment of license from Escambia Bcstg. Co., licensee, to WSBR Inc., for consideration of $44,000. WSBR Inc., new corporation includes; Patt McDonald, general manager WHHM Memphis, president 35%; Don Lynch, commercial manager WHHM, vice president and general manager 35%; A. D. Waldauer, lawyer and 20% owner Skyvue Theatre, Memphis, secretary-treasurer, 20%; George P. Mooney, sports director WHHM, director 10%. WBSR is assigned 250 w fulltime on 1450 kc. Granted July 6.

WCAO - AM - FM Baltimore, Md.—Granted transfer of control in The Monumental Radio Co., from three voting trustees under trust agreement to 200 stockholders of voting trust certificates. WCAO is assigned 5 kw fulltime on 600 kc, directional. Granted July 6.

OPERATIONS SUSPENDED

KOZY Kansas City, Mo.—Commercial Radio Equipment Co., granted 90 day extension to remain silent.

DELETIONS

ONE AM and three FM authorizations reported deleted by FCC last week. Total to date since Jan. 1: AM 29; FM 75; TV 2.

WWOK Flint, Mich.—Cooperative Radio Inc. License July 5. Financial.

WPGH-FM Pittsburgh, Pa. — Pittsburgh Bcstg. Co. CP July 5. Forfeiture.

KBMT San Bernardino, Calif.—Sun Co. of San Bernardino. CP July 6. Unable to develop FM audience.

KRBC-FM Abilene, Tex.—Reporter Bcstg. Co. License June 30. Lack of progress in FM.

FCC Actions

(Continued from page 75)

TENDERED FOR FILING

AM—790 kc

KFRB Fairbanks, Alaska—Mod. CP new AM station to change from 1290 kc to 790 kc.

AM—1090 kc

KAUS Austin, Minn.—CP AM station to change from 1480 kc 1 kw unl. DA-2 to 1090 kc 10 kw unl. DA-N.

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WFMJ

5,000 watts AM

and

50,000 watts FM

WFMJ

1390 AM – 105.1 FM

Youngstown, Ohio

Headley-Reed Co.,

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FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JULY 6

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,138	2,118	184		287	262
FM stations	693	495	231	3*	18	13
TV stations	106	45	64		353	182

* Two on the air.

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New Applications . . .

AM APPLICATIONS

Carrolton, Ala. — Pickens County Bcstg. Co., 590 kc, 1 kw day. Estimated construction cost $25,329.51. Roth E. Hook, owner of chain of six theatres in Alabama and William E. Farrar, manager Pickens Theatre, Reform, Ala. and Gordo Theatre, Gordo, are equal partners. Filed June 30.

Williamsburg, Va.—Williamsburg Radio Co. Inc., 740 kc, 1 kw day. Estimated construction cost $14,990. Principals in corporation include: W. Robert Richardson, salesman for Robertson Chevrolet Co. Inc., president 33⅓%; S. A. Cisler Jr., ½ interest WWSO Springfield, Ohio, ⅓ WKYO Louisville, ¼ WXGI Richmond and ¼ WXLW Indianapolis, vice president 33⅓%; Lee L. Cheatwood, president Seventh St. Garage Corp., secretary-treasurer 33⅓%. Filed June 30.

Cheyenne, Wyo.—Great West Co., 800 kc, 1 kw day. Estimated construction cost $15,700. Principals: William T. Kemp, 50% owner KVER Albuquerque, president 49%; W. J. Harpole, owner KVOP Plainview, Tex., and ½ owner KVOU Uvalde, vice president 49%; Arthur Kline, attorney, secretary-treasurer 2%. Filed June 30.

Henderson, N. C.—Nathan Frank, 1450 kc, 250 w unlimited. Estimated construction cost: $8,450. Mr. Nathan has 20% interest in WHNC Henderson. Filed July 5. Resubmitted.

Nashville, Tenn.—Southern Bcstg. Co. Inc., 1470 kc, 1 kw day. Estimated construction cost $19,775. Principals include: G. Paul Crowder, employe gional Veteran's Admin., Nashvi president; Sigmund H. Eskind, Tenn see Music Sales Inc. (records e president and majority stockhol vice president; William B. Marr, torney, firm of Marr & Roskin, tre urer; and Ben L. Roskin, attor Marr & Roskin, secretary. Filed July

Sacramento, Calif.—Radio Califor 1380 kc, 500 w day. Estimated constr tion cost $12,061. Equal partners Knox LaRue, manager San Franci office of George Hollingbery Co., 42½% owner KSTN Stockton Arnold C. Werner, free lancer si Jan. 1950. Filed July 6.

Anadarka, Okla.—Caddo Bcstg. C 1250 kc, 500 w day. Estimated constr tion cost $14,351. J. D. Allen sole own is 50% owner Allen & Wood, gene insurance and real estate business landowner in Oklahoma and Te Filed July 6.

TV APPLICATION

Hamilton, Ohio—Condo, Holbrock Smith, new commercial TV stat Chan. 2 (54-60 mc), ERP 26.68 kw, 427 ft. above average terrain. E mated construction cost $267,77 estimated revenue first year $50, Principals include: Gilbert E. Con law firm of Condo, Walsh & Stitsing 20%; Gordon Smith, deputy cou auditor, 40%; Greg Holbrock, Ka & Holbrock, attorneys, 40%. Fi July 6.

TRANSFER REQUESTS

KTED Laguna Beach, Calif.—Assig ment of license from Thomas E. D son tr/as Universal Radio Featu Syndicate, licensee, to KTED Inc. Danson will sell 80,000 sh. comm stock for $1.00 per sh. Accounts ceivable will not carry financial bur of station and corporate form is deem advisable. KTED is assigned 1 kw d 250 w night, DA-1, on 1520 kc. Fi June 27.

WGRD Grand Rapids, Mich.—Co sent to sale of stock in Music Bcs Co., licensee through issuance of sm amounts of new stock from time time to a number of persons strang to original application. Transferees n hold 69.3% of total stock. All transf reported to FCC previously, with e ception of 4.64% April 25. WGRD assigned 1 kw day on 1410 kc. Fi June 29.

KHSL and KVCI (FM) Chico, Cal and KVCV and KVRE (FM) Reddi Calif.—Transfer of control in Gol Empire Bcstg. Co., licensee, to Mich McClung, executrix of the estate Hugh McClung, deceased. KHSL assigned 5 kw full time on 1290 directional; KVCV is assigned 1 fulltime directional, on 600 kc. Fi June 29.

KTBS Shreveport, La.—Acquisit in Radio Station KTBS Inc., licens of one additional share of stock e by E. Newton Wray, P. E. Furlow Allen D. Morris, from George D. W Sr. Transfer will make all equal st owners as all share equal responsib in station operation. KTBS is assig 10 kw day, 5 kw night, DA-2, on kc. Filed June 29.

WFVG Fuquay Springs, N. C.— signment of license and construct permit from J. M. Stephenson, W. Davis and S. S. Adcock d/b as Ra Station WFVG Inc. to J. M. Stephe son and W. J. Davis d/b under sa name. Mr. Adcock withdraws to dev more time to other business and his interest for $50,000 plus. WFVG assigned 1 kw day on 1460 kc. Fi June 30.

KITO San Bernardino, Calif.— signment of license from San Bern dino Bcstg. Co. Inc., licensee, to E. Haymond, Carl D. Haymond, Ja A. Murphy, Paul F. Benton, Harold Thompson, John J. Dempsey, Gl Dempsey and Herbert M. Bingham, individuals. Assignment from in viduals to new corporation KITO for $143,000. Buyers include H. G. W former 75% owner WIBC Indianap and 37% owner WDSU New Orle now retired, vice president treas 36 sh.; J. J. Flanigan, former gen manager WCNT Centralia, Ill., and assistant manager WDSU, ex-comm cial manager WIBC, president 7 total 160 sh. Margaret B. Wall, wife H. G. Wall, secretary 45 sh. KITO assigned 5 kw fulltime, 1290 kc, rectional [BROADCASTING, July Filed June 26.

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PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Why buy 2 or more..
do 1 big sales jo
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO
WBAL

NETWORK BOX SCORE

Number of commercials on the four nationwide networks May 31	265
Number of commercials starting on networks during June	8
Number of commercials dropped from networks during June	40
Number of commercials on four nationwide networks, June 30	233

JUNE ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Pan-American Coffee Bureau	Edwin C. Hill	ABC	Tues. & Thurs., 7-7:05 p.m.	Federal Adv.
General Mills	Live Like a Millionaire	NBC	Mon.-Fri., 2:30-3 p.m.	Knox Reeves Co.
General Mills	Sarah's Private Caper	NBC	Thurs., 10:30-11 p.m.	Knox Reeves Co.
Rexall Drug Co.	Richard Diamond, Private Detective	NBC	Wed., 10:30-11 p.m.	BBDO
Brown & Williamson Tobacco Corp.	A Life in Your Hands (hiatus)	NBC	Tues., 10:30 p.m., Sat., 9:30 a.m.	Russel M. Seeds Co.
Kraft Foods Co.	The Falcon (hiatus)		Wed., 8:30-9 p.m.	Needham, Louis & Brorby
Lewis-Howe	Starlight Concert (hiatus)		Tues., 8:30-9 p.m.	Dancer-Fitzgerald-Sample
U. S. Steel	NBC Summer Symphony (hiatus)	NBC	Sun., 8:30-9:30 p.m.	BBDO

JUNE DELETIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
American Oil Co.	Carnegie Hall	ABC	Tues., 8-8:30 p.m.	Jos. Katz Co.
Derby Foods Inc.	Sky King (hiatus)	ABC	Mon.-Wed.-Fri., Tues.-Thurs., 5:30-6 p.m. (alternating)	Needham, Louis & Brorby
General Mills	Jack Armstrong (hiatus)	ABC	Tues.-Thurs., Mon.-Wed.-Fri., 5:30-6 p.m. (alternating)	Knox Reeves Co.
Frank H. Lee Co.	Robert Montgomery Speaking (hiatus)	ABC	Thurs., 9:45-10 p.m.	Grey Adv.
P. Lorillard Co.	Doctor I. Q. (hiatus)	ABC	Wed., 8-8:30 p.m.	Geyer, Newell & Ganger
Miles Labs	Edwin C. Hill	ABC	Mon.-Wed.-Fri., 7-7:05 p.m.	Wade Adv.
Pepsi-Cola	Counter-Spy	ABC	Tues.-Thurs., 7:30-8 p.m.	Biow Co.
Petri Wine Co.	Adventures of Sherlock Holmes	ABC	Wed., 9-9:25 p.m.	Young & Rubicam
Quaker Oats Co.	Challenge of the Yukon (hiatus)	ABC	Mon.-Wed.-Fri., 5-5:30 p.m.	Sherman & Marquette
Quaker Oats Co.	Quick as a Flash (hiatus)	ABC	Mon.-Wed.-Fri., 11:30-noon	Price, Robinson & Frank
Southern Baptist Convention	The Baptist Hour	ABC	Sun., 3:30-4 p.m.	Liller, Neal & Battle
Sterling Drug	Bride & Groom	ABC	Mon.-Fri., 3-3:25 p.m.	Dancer-Fitzgerald-Sample
Trimount Clothing Co.	Stop the Music (hiatus)	ABC	Sun., 8:15-8:30 p.m.	William H. Weintraub
Ferry-Morse Seed Co.	Garden Gate	CBS	Sat., 9:45-10 a.m.	MacManus, John & Adams
Hall Bros.	Hallmark Playhouse (hiatus)	CBS	Thurs., 10-10:30 p.m.	Foote, Cone & Belding
Brock Candy Co.	Sunshine Sue	CBS	Sat., 7-7:30 p.m.	Liller, Neal & Battle
Columbia Records	LP Parade (hiatus)	CBS	Sun., 1:30-2 p.m.	McCann-Erickson
Delaware, Lackawanna & Western Coal Co.	The Shadow	MBS	Sun., 5-5:30 p.m.	Ruthrauff & Ryan
Mail Pouch Tobacco	Sports For All	MBS	Thurs., 8:30-8:55 p.m.	Charles W. Hoyt & Co.
Ralston Purina Co.	Tom Mix & His Ralston Straight Shooters	MBS	Mon.-Wed.-Fri., 5:30-6 p.m.	Gardner Adv.
General Foods Corp.	Juvenile Jury	MBS	Sun., 3:30-4 p.m.	Benton & Bowles
Kellogg Co.	Mark Trail (hiatus)	MBS	Mon.-Wed.-Fri. 5-5:30 p.m.	Kenyon & Eckhardt
Quaker Oats Co.	Roy Rogers (hiatus)	MBS	Sun., 6-6:30 p.m.	Sherman & Marquette
R. B. Semler	Gabriel Heatter	MBS	Wed., 7:30-7:45 p.m.	Erwin, Wasey & Co.
American Tobacco Co.	Light-Up Time	NBC	Mon.-Fri., 7-7:15 p.m.	BBDO
Animal Foundation	Confidential Close Up	NBC	Sat., 5:45-6 p.m.	Comstock Duffes & Co.
General Mills	Today's Children	NBC	Mon.-Fri., 2:30-2:45 p.m.	Knox Reeves
General Mills	Light of the World	NBC	Mon.-Fri., 2:45-3 p.m.	Dancer-Fitzgerald-Sample
Liggett & Myers	Chesterfield Supper Club	NBC	Thurs., 10-10:30 p.m.	Cunningham & Walsh
Procter & Gamble	Truth Or Consequences	NBC	Sat., 8:30-9 p.m.	Compton Adv.
R. J. Reynolds Co.	Camel Screen Guild Theatre	NBC	Thurs., 9-9:30 p.m.	Wm. Esty Co.
S. C. Johnson & Son	Fibber McGee & Molly	NBC	Tues., 9:30-10 p.m.	Needham, Louis & Brorby
Lever Bros.	Bob Hope	NBC	Tues., 9-9:30 p.m.	BBDO
RCA	Screen Directors Play House	NBC	Fri., 9-9:30 p.m.	J. Walter Thompson Co.
R. J. Reynolds Co.	Jimmy Durante	NBC	Fri., 9:30-10 p.m.	Wm. Esty Co.
Rexall Drug Co.	Phil Harris & Alice Faye	NBC	Sun., 7:30-8 p.m.	BBDO
Brown & Williamson Tobacco Corp.	People Are Funny (hiatus)	NBC	Tues., 10:30-11 p.m. Sat., 9:30-10 a.m.	Russel M. Seeds Co.
Kraft Food Co.	The Great Gildersleeve (hiatus)	NBC	Wed., 8:30-9 p.m.	Needham, Louis & Brorby
Lewis-Howe	Fanny Brice (hiatus)	NBC	Tues., 8:30-9 p.m.	Dancer-Fitzgerald-Sample
U. S. Steel	Theatre Guild	NBC	Sun., 8:30-9:30 p.m.	BBDO

JUNE ONE-TIMERS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Gillette Safety Razor Co.	Belmont Stake Race	NBC	Sat., June 10, 4:30-5 p.m.	Maxon Inc.
American Medical Assn.	Installation of Officers	ABC	Tues., June 27, 10-10:30 p.m.	Campaigns Inc.
Stanley Home Products	Carillon Dedication with Warren Austin	ABC	Sun., June 4, 5-5:45 p.m.	Charles W. Hoyt Co.
National Education Campaign American Medical Assn.	Presidential Inauguration American Med. Assn.	MBS	Tues., June 27, 9-9:30 p.m.	Campaigns Inc.

Antenna Rules

(Continued from page 24)

sumed to be designed to help pedite aviation clearance of wer proposals, FCBA also urged at time limitations be set for tion by the aviation committees.

The briefs by Mr. Segal for the veral television applicants stated at if the rules are lawful "there grave doubt that any sufficient verage can be rendered in the evision service which would saty the technical requirements of e Commission, the needs of the blic and, at the same time, be vorably processed by any of the ltifarious extraneous agencies ich would be admitted into the ministration of Part 17."

Reasonable painting and lightof those structures which may a hazard is specifically authord by Sec. 303(q) of the Comnications Act, FCC was told. roposed Part 17 goes further n the statutory authorization d attempts to establish a policy looking toward the denial of applications for construction permit on the basis of aeronautical considerations," Mr. Segal asserted.

He said Part 17 further transcends authorization given FCC in that it in effect "provides for dispositive judgments of the Commission based upon the uncontrolled determinations of persons who are not members" of the FCC.

Excessive economic burden on applicants was seen by Mr. Segal in possible necessity to option multiple sites in order to secure approval of one tower location.

In the ARRL brief, seeking exclusion of amateurs from the provisions of the rules, Mr. Segal pointed out that otherwise many unusual hardship cases could result.

CBS told FCC the rules "appear in general to provide substantial improvement over the currently followed procedure" and offered only a few minor modifications.

Other comments were filed by: Western Union, RCA Communications Inc., Central Committee on Radio Facilities of the American Petroleum Institute, Crouse-Hinds C., United States Independent Telephone Assn., Air Transport Assn. of America, Air Line Pilots Assn. and American Telephone & Telegraph Co.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN

114 Local Accounts
26 Regional and National Accts.
2781 Pieces of Mail for May '50
s—Accent on LOCAL
ic—Sports—Special Events
WTTN WATERTOWN, WISCONSIN

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Peer

MAMBO JAMBO

On Records: Dave Barbour—Cap. 973; Sonny Burke—Dec. 24993; Freddy Martin—Vic. 20-3797; Perez Prado—Vic. 20-3782.

On Transcription: Lenny Herman — Langworth; David LeWinter—Standard.

BMI

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

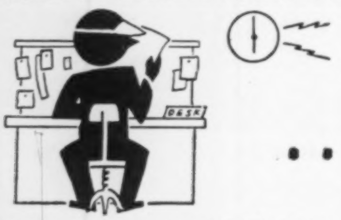
Miss Mary Bentley
Lynn Baker, Inc.
New York City

Dear Mary:

Lookin' fer a fast-growin', money-spendin' market? Well, th' area 'round WCHS's home town uv Charleston, West Virginny, is shore whut yer lookin' fer! You never seen sech growin' as bin done 'round here th' past ten years. Th' city uv Charleston growed some, but th' real big increase has been in th' area around th' city an' out inter th' back country. An' Mary, thet's whur WCHS with its 5000 watts on 580 really shines. Why, folks out there in th' hinterland lissens almost exclusively ter WCHS! An' thet's whur th' big growth is at! Now ain't thet worth remembe rin'? Jest goes ter show thet WCHS is really West Virginny's number one station!

Yrs.
Algy

WCHS
Charleston, W. Va.



...at deadline

CBS STAFF ABSORBS HAUSMAN'S DUTIES

DUTIES of Howard L. Hausman, who has resigned as CBS vice president in charge of personnel relations, will be absorbed by other executives at least temporarily.

Mr. Hausman's resignation, abrupt and unexpected, was understood to have been caused by personal differences with company policy. He has been network's labor expert for several years, conducting its most important union negotiations.

Robert Kalaidjian, CBS employment manager, is expected to take over personnel duties, with other CBS executives lending hand on labor matters.

COMMUNICATIONS ROLE IN DEFENSE REVIEWED

COMMUNICATIONS could be "weak link" as "nerve center" in nation's civil defense blueprint without full cooperation from allied industries, Paul J. Larsen, mobilization office director, told Armed Forces Communications Assn. in off-the-cuff speech Thursday night. He said board hopes to have "master" communications plan ready in September (early story page 17).

Mr. Larsen also revealed proposal for training of civil defense personnel to educate public on safety measures through radio, television and other media. Training program probably would take at least year, he added.

RADIO LISTENING UP IN TV HOMES, SAYS ROSLOW

RADIO and television will develop side-by-side, Dr. Sydney Roslow, director of The Pulse Inc., told South Carolina Assn. of Broadcasters Friday at Myrtle Beach, S. C., meeting (early story page 17).

Noting that radio listening has gone up 40% in year in TV homes, he asked broadcasters to view AM and TV in right perspective and not to become over-enthusiastic over video or to sell radio short. Dr. Roslow stressed importance of early morning and late night listening.

Dan Crosland, WCRS Greenwood, association president, was in chair as two-day meeting opened Friday. Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director, described in detail work of NAB departments and Broadcast Advertising Bureau. He called on non-members to join NAB.

DuMONT'S TV BACKLOG

SALES ORDERS for $51.7 million worth of television sets taken by Allen B. DuMont Labs at its first annual national distributors convention last week in New York. Avalanche of orders, plus $26 million sales since January, near $80 million total volume for 1950 originally predicted by company.

PALM SPRINGS DENIED

FINAL decision issued Friday by FCC to deny for default application of Desert Bcstg. Co. for new station at Palm Springs, Calif., on 1000 kc 1 kw fulltime DA-N. Applicant not diligent in prosecuting application, FCC ruled.

PROGRESS IN NARBA NEGOTIATIONS ENDORSED

APPROVAL in principle of progress to date toward Third North American Regional Broadcasting Agreement expressed by industry and government representatives Friday at State Dept., Washington. Meeting for informal preview of further NARBA conference there Sept. 6, group outlined planning for aid to U. S. delegation under FCC Comr. Rosel H. Hyde.

Review of Montreal session last fall and U. S.-Cuba talks earlier this year in Havana was given by Comr. Hyde who set up three committees to prepare data for U. S. group. Committee on Standards is to consider propagation measurement curves, which proved too complex for many participants; 650-mile protection rule, political issue with Cuba; and answer to possible Mexican suggestion for 9-kc separation of channels.

Committee on Interference is to get usable information on havoc to U. S. operations being caused by improper operation of foreign stations. Committee on Existing Facilities is to get cost data and other facts on efficiency of U. S. channel use as achieved by best engineering techniques, plus cost data on possible similar operation by Cuban stations, including simple directional arrays. Second meeting set for mid-August. Committee nominations:

Committee on Standards; Edgar Vandivere, FCC chairman; Carl Smith, United Broadcasting Co., Cleveland; Ralph Harmon, Westinghouse; Ward Quaal, Clear Channel Broadcasting Service; G. F. Leydorf, WJR Detroit; William Benns, consulting engineer; Commdr. T. A. M. Craven, consulting engineer; James Parker, CBS; John Preston, ABC; William Duttera, NBC. Committee on Interference: James E. Barr, FCC, chairman; Dwight Myer, Westinghouse; Herbert Barlow; Walter Kean, Chicago; and Messrs. Leydorf, Parker, Preston, Duttera and Craven. Committee on Existing Facilities: Underwood Graham, FCC, chairman; Messrs. Myer, Benns, Craven, Leydorf, Parker, Preston and Duttera.

CIVIL DEFENSE PLANNING DISCUSSED AT CONFERENCE

CLOSED discussions Friday among broadcasters, NSRB officials and representatives of RCA, FCC, Defense Dept., common carriers and American Radio Relay League explored problems in communications civil defense planning (early story page 17).

Among topics aired, it's understood were: (1) Signals transmitted by sub-audible or coded frequencies; (2) radio silence (on which military leaders reportedly are undecided); (3) standardization and design for electronics equipment (with appointment of special committee directed); (4) emergency "disaster" network with use of 1750-1800 kc band (now being studied by FCC); (5) role of radio amateurs as links between regional-state civil-defense offices; (6) use of single monitoring station in key areas (such as during World War II) for alert purposes; (7) and primary and tertiary networks comprising telephones and broadcast stations.

TWO NAMED HOOPER VPs

DOROTHY M. BEHRENS and Edythe F. Bull elected vice presidents of C. E. Hooper Inc. Miss Behrens, with Hooper organization since 1938, has been publisher of all audience reports since 1947, a position she retains. Miss Bull has supervised special surveys of firm since 1938.

Closed Circuit

(Continued from page 4)

League club owners meet prior to All-S
game. Moguls mainly concerned over
spread in fees charged for play-by-play
cast rights.

ISSUE provoked over baseball re-creations
Liberty Broadcasting System, via compla
filed with FCC fortnight ago by Roy Hofhe
operator MBS-outlet KTHT Houston, will
volve Mutual when Liberty shortly files
with Commission [BROADCASTING, July
Liberty will contend its position no
vulnerable than that of MBS with its dela
baseball shows.

FCC's "Rule of 5," limiting TV station own
ship in single entity to five markets, expecte
stand for foreseeable future. This, howe
does not preclude ownership of minority int
ests in maximum of 10 stations by single f

CORNER-CUTTING was in order at N
headquarters last week in effort to get bal
ing completed for District 17 directors
nominations prior to Aug. 14-15 meeting
Seattle. By-laws require mail nominations
director decides if election will be by mail
at district meeting. Despite mail nominati
more names can be submitted from floor
successor to Harry R. Spence, KXRO Ab
deen, Wash., who's ineligible to run again.

TV FILM MUSIC committee Friday decided
bide its time rather than demand immedi
conference on use of live musicians in mak
films for TV with AFM President James
Petrillo, who has ignored committee's requ
for meeting. Mr. Petrillo unofficially has let it
known that he does not favor committee p
posal for establishing single scale for musici
in film work, with 50% of that scale being p
if films are to be used on TV only, and
royalties. Individual TV deals made by un
with few small film companies call for sc
plus royalties.

SCHLITZ BREWING Co., through Young
Rubicam, New York, will probably place
Pulitzer Theatre on ABC-TV if network
clear "must stations." If not DuMont netw
will get program. Definite decision this we

BECAUSE of reportedly successful results
its six-week participation in NBC-TV *Satur*
Night Revue last spring, Speidel Watch Ban
through Sullivan, Stauffer, Colwell & Bay
New York, planning fall network televis
show. Speidel has dropped its segment of ra
version of *Stop the Music* on ABC.

HUDSON MOTOR Co., through Broo
Smith, French & Dorrance, New York, ab
to sign contract to sponsor half-hour televis
show dramatizing Billy Rose columns Tu
day night on ABC-TV, starting in October.

MARSHALL GRANT, head of Marshall Gra
Productions and formerly producer with U
versal Pictures, expected to join Ruthrauff
Ryan as executive producer of TV films. W
probably work out of agency's Hollywood off

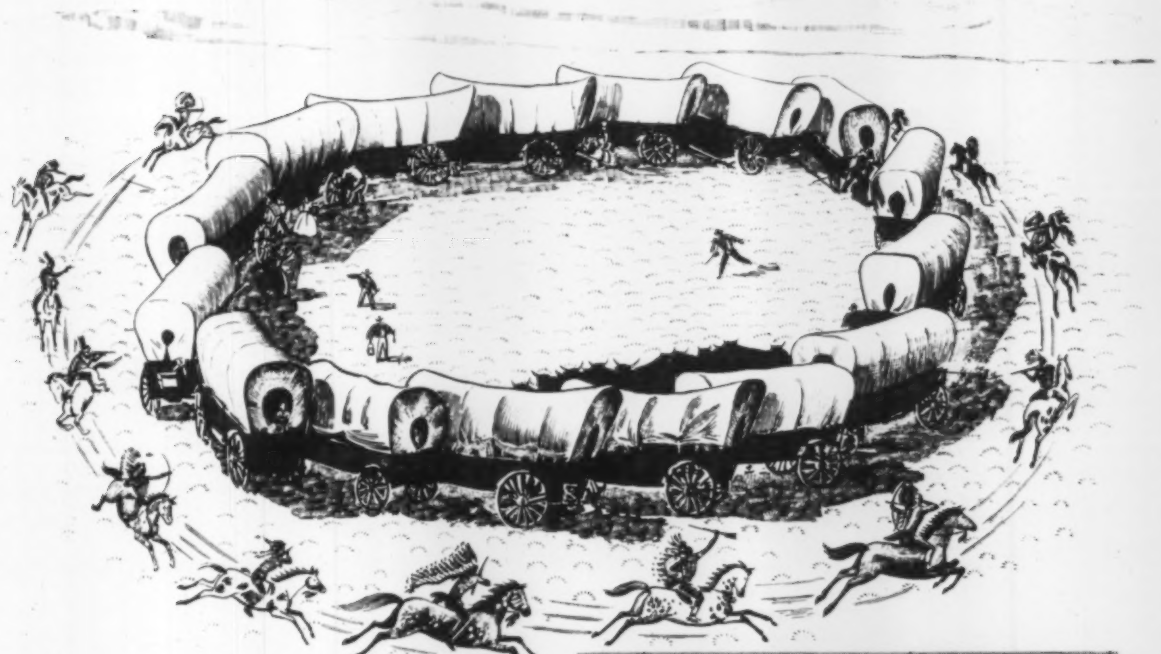
N.Y. STATIONS TO MEET

EXECUTIVES of most New York radio s
tions expected to attend meeting Thursda
called by R. C. Maddux, vice president
charge of sales of WOR New York, to p
pose unified promotion campaign for radio
New York. Mr. Maddux will urge coope
tive effort among stations to sell radio as
powerful medium despite television concent
tion.

XUM

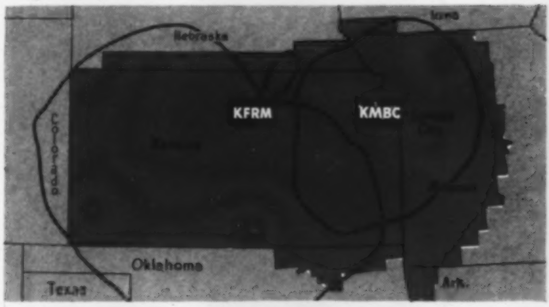
THE KANSAS CITY MARKET

Does Not Run in Circles!



It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!



Daytime half-millivolt contours shown in black.

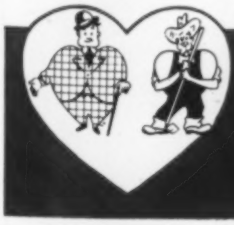
Is The Team's great potential audience responsive, you may ask?

Last year the program "Rhymaline Time" alone—broadcast each weekday morning 7:30 to 8:15—pulled 24,082 responses. 22,892 of these cards and letters came from the Kansas City Primary Trade Area (shown in red) representing all but 8 counties within The Team's half-millivolt daytime contours.

Currently the response is running even greater, with the lusty two-year old KFRM pulling 35%.

The Conlan 1950 Spring KFRM Area Survey proves that The Team retained first place among all broadcasters serving the area, and leads the closest Kansas City competitor 5 to 1.

To examine this proof, contact KMBC-KFRM, or any Free & Peters "Colonel".



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE **PROGRAMMED BY KMBC**

XUM